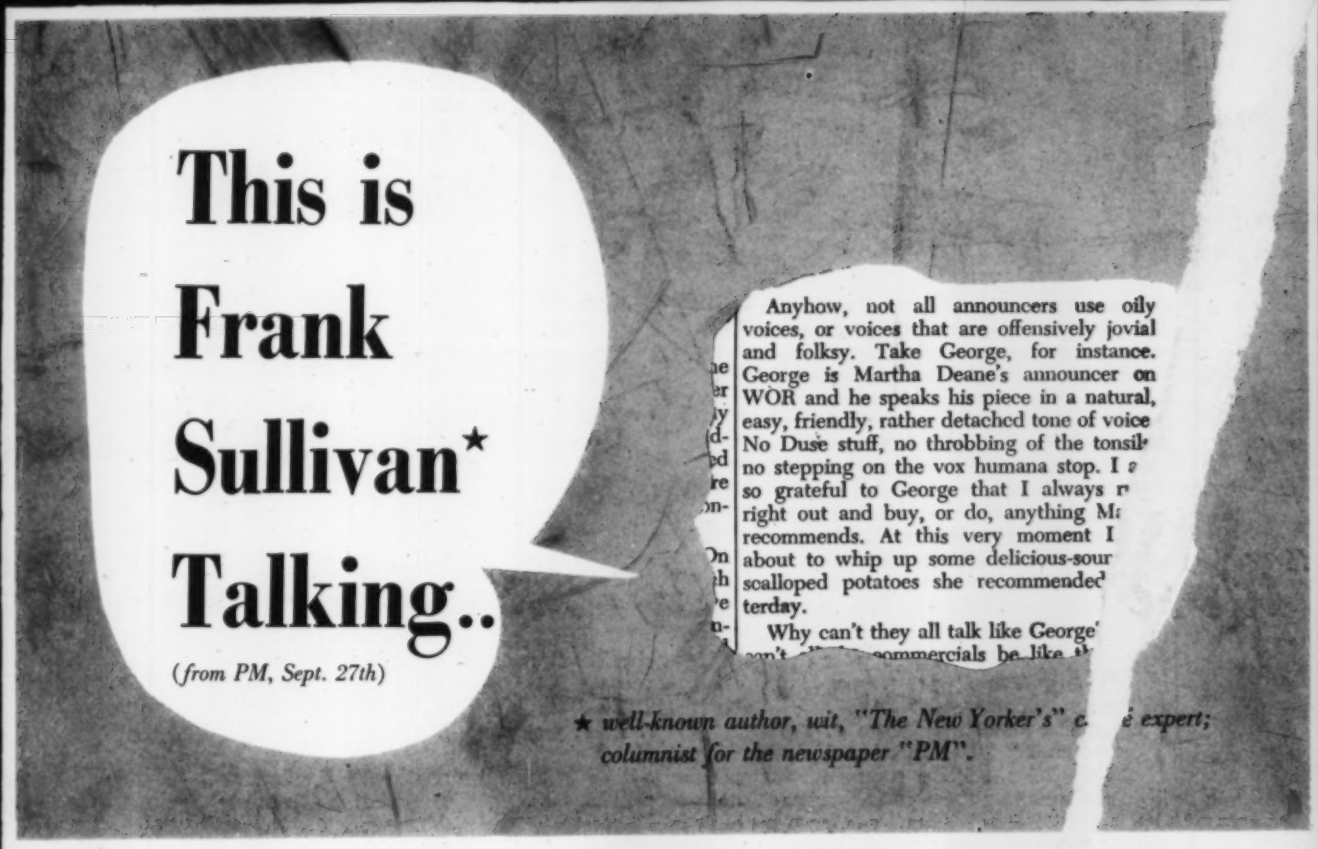
BROADCASTING

Broadcast Advertising


This is Frank Sullivan* Talking..
(from PM, Sept. 27th)
Anyhow, not all announcers use oily voices, or voices that are offensively jovial and folksy. Take George, for instance. George is Martha Deane's announcer on WOR and he speaks his piece in a natural, easy, friendly, rather detached tone of voice No Duse stuff, no throbbing of the tonsils no stepping on the vox humana stop. I a so grateful to George that I always r right out and buy, or do, anything M recommends. At this very moment I about to whip up some delicious-sour scalloped potatoes she recommended terday.
Why can't they all talk like George'
* well-known author, wit, "The New Yorker's" c e expert; columnist for the newspaper "PM".

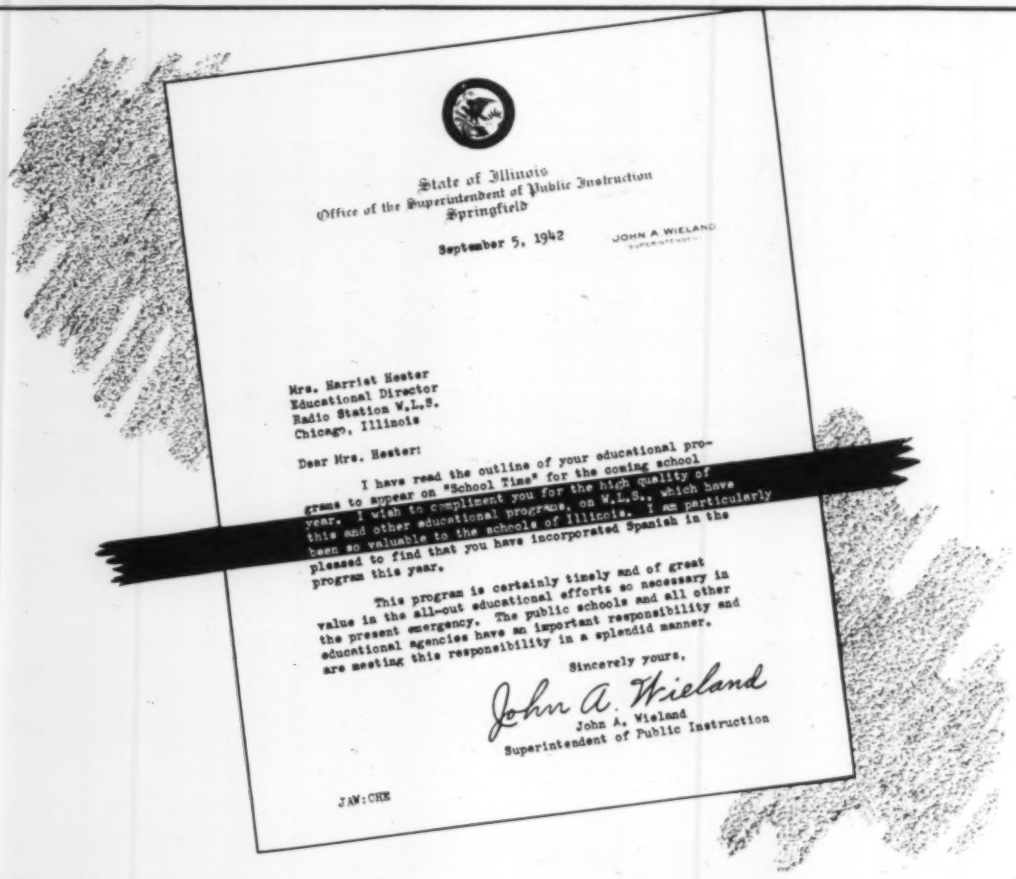
The "George" referred to by the generous Mr. Sullivan in the paragraph above is George Hogan, smart m.c. for Martha Deane every weekday from 2:00 to 2:30 p.m. on WOR. What Martha Deane and the subtle George can do to people is typified by what Mr. Sullivan reports they've done to him. Multiply this case by hundreds of thousands and you'll have a pretty good idea why Martha Deane jumped the sales of the O'Cedar Co. 200%, and added 33 wholesalers and 800 dealers in 7 weeks. We could even tell you what Martha Deane did for Savarin Coffee, and . . . But read these remarkable stories yourself in a bright new booklet called, "Meet MARTHA DEANE." It's free. But there aren't many copies, so please write, wire, or phone (PE 6-8600) quick! Our address is

WOR

—that power-full station at 1440 Broadway, in New York

XUM

R v.23 pt.2 O-D'42



State of Illinois
Office of the Superintendent of Public Instruction
Springfield

September 5, 1942 JOHN A. WIELAND

Mrs. Harriet Hester
Educational Director
Radio Station W.L.S.
Chicago, Illinois

Dear Mrs. Hester:

I have read the outline of your educational programs to appear on "School Time" for the coming school year. I wish to compliment you for the high quality of this and other educational programs on W.L.S., which have been so valuable to the schools of Illinois. I am particularly pleased to find that you have incorporated Spanish in the program this year.

This program is certainly timely and of great value in the all-out educational efforts so necessary in the present emergency. The public schools and all other educational agencies have an important responsibility and are meeting this responsibility in a splendid manner.

Sincerely yours,

John A. Wieland

John A. Wieland
Superintendent of Public Instruction

JAW:CHE

"We're One of the Family in Midwest America!"

A NEW school year opens, and again WLS renews its series of "School Time" programs for the classrooms of Chicago and the Mid-West. Founded in 1937, WLS "School Time" is broadcast five days weekly under the supervision of Harriet Hester. Last year this program was listened to in 24,529 classrooms by 870,000 pupils.

Constructive planning, intimate first-hand knowledge assure "School Time" of meeting the specific educational interests of the territory served. Each school day "School Time" presents a new and interesting subject in a manner beyond the facilities of the average school, and of definite educational value. The result of this effort is reflected in respect and approval of educators the country over.

"School Time" is but one part of the WLS Educational Service, another reason why WLS is "one of the family" in Mid-West America.

WLS CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

Tech

NEW ENGLAND PIES

... are not made with ONE apple!

ACCEPTANCE is The YANKEE NETWORK'S FOUNDATION

BY the same token, New England radio coverage isn't made with one station. Like a deep dish pie, you can only get "flavor" and perfection by a thorough job — with the "ingredients" and with the "baking."

Advertisers with a sound product have found that Yankee Network community stations are the deep dishes and the apples that bake the pie of profits.

Yankee Network's 20 stations are "homey," neighborly, as welcome when they call as the folks next door. They've won this place in the hearts of home people by deserving it.

This is one of the important advantages to consider before you make radio commitments. Facts are more reliable guides than theoretical might-be's. Yankee Network's coverage and acceptance are long established facts. Use them to make your New England radio investment pay dividends.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS. EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Pri-mary Read-er for Time Buy-ers

GREED:

Avaricious, covetous, eager desire for wealth. (Webst). That emotion felt by advertisers who see what KFAB is doing for other advertisers.

GLEE:

Bliss, joy, gladness, pleasure and satisfaction (Webst). That emotion felt by advertisers who are now using KFAB to tap one of the greatest farm incomes in the history of the middlewest.

GLOOM:

Melancholy, downcast, dismal (Webst). That emotion which you will experience, if you don't hurry up and grab some time on KFAB, to reach the farm men and women throughout Nebraska and her neighboring states.

GREENBACKS:

U. S. legal tender note, first issued in 1862. (Webst). Still going strong in 1942. Popular with everybody. Plenty of 'em in this great agricultural region. To do a thorough job of collecting them for the products you sell, remember that *you need KFAB.*

KFAB
LINCOLN, NEBR.

FOR CITY LISTENERS use **KOIL** OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 14 OCTOBER 5, 1942

CONTENTS

Spot to Reach All-Time High	7
Enlisted Men Prefer Music, News, Comedy	8
Effort to Prevent Industry Split Started	9
OWI Channels Federal War Programs	10
Kay Kyser Denies Criticizing Radio	10
How to Wage War on the Shortwave Front	12
Runyon to Accept Navy Commission	14
FCC Legal Staff Changes; Taylor to Army	16
Cigarette Firms Answer FTC Charges	18
Dr. Lyon's Claims Hit by FTC Order	18
Rev. J. S. Thomson Named CBC Head	51
Army Publicity Staff Realigned	53
Advertising Cost Deduction Clarified	54
Shortwave Activity of OWI Expanded	55
Exemption Asked From Premium Pay	57
WQAM Ordered to Keep Employe	57
CAB Adds Coincidental Survey	60
Associated Oil Football on 74	61
BWC to Classify Positions	62
XEAW Ordered Off 1010 kc. by Mexico	65
Senate Probers Plan Petrillo Inquiry	66

DEPARTMENTS

Agencies	47	Meet the Ladies	45
Behind the Mike	38	Network Accounts	62
Classified Advertisements	64	Personal Notes	37
Control	56	Radio Advertisers	49
Editorials	36	Station Accounts	48
FCC Actions	62	We Pay Respects	37
Hix Cartoon	62		

Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

New HIGHS in TAMPA

BANK CLEARINGS up 100% IN 5 YEARS (month of August)

WFLA NBC

TAMPA

JOHN BLAIR & CO. NATIONAL REPRESENTATIVE

Throughout the world, wherever the iron heel of despotism has attempted to stamp out freedom, whatever hope remains is kept alive by American radio—the freest radio broadcasting system in the world. "Hold on—we're coming" is the message of the air waves. "Soon you will be free again."

Free American radio is playing its part in the national war effort, not only in inspiring those who listen fearfully and hopefully abroad but also those who can twirl the dials to their hearts content wherever and whenever they please at home. Constantly, American broadcasters are seeking and finding new fields of usefulness.

Broadcasting in the public interest has ever been the keynote of the operation of WWJ—The Detroit News. Today, after ten months of active war, the facilities of WWJ are available and are being used to further every phase of the war effort at Detroit — The Arsenal of Democracy.

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta

San Francisco -:- Los Angeles

Associate Station W45D—FM

Owned and Operated by The Detroit News

FOR SELLING KIDS-

A TESTED SONOVOX IDEA!

SEVERAL months ago Jack Ross, Sonovox Production Director, created an idea which is a perfect *natural* for almost any kind of consumer product appealing to kids.

The secret of the value of this idea is very simple. It is a voice which all kids simply *must* try to imitate—but never quite achieve—because it is not a human voice. If you're the lucky sponsor who uses this idea the result must be that every child in America will become a miniature broadcasting station—trying to imitate Little Joyce-with-the-peculiar-voice, and singing your commercial announcements.

We were sure that would happen—but we have been wrong—so we set out to prove it. We worked up the idea, cut some transcriptions, and ran an actual radio test for a real product in one good typical market. The object—to prove that kids would take up Little Joyce and try to imitate that peculiar voice.

Rochester, Minnesota, was chosen as a good test market. A popular priced orange drink was selected as the product to be featured. A 33-day spot-radio campaign consisting of 160 announcements was contracted for using Station KROC, a 250-watt outlet on 1390 kilocycles. One-half of these spots were one-minute transcribed announcements featuring Sonovox's Little Joyce-with-the-peculiar-voice. The other half were 30 seconds of Little Joyce, and 30 seconds of a local announcer giving details of a "Little Joyce Contest" in which small prizes were given for the best imitation of Little Joyce's peculiar voice. (The contest is not offered as part of the basic idea for a national advertiser. It was included in the test merely to *speed up* the natural reaction in order to find the answer quickly.)

RESULTS OF THE ROCHESTER TEST: Kids all over town went practically crazy, trying to imitate Little Joyce. They started buying the orange drink like mad. After only four weeks, sales were 31% ahead of the same period in record-breaking 1941—and advertising costs had been cut almost exactly in half!

That's the tested Sonovox idea which is now available to some good national advertiser who will put it on in a big way. The idea is all worked out. It's an opportunity worth a telephone call. Any of the offices listed below will be glad to give you all the facts about the Rochester test, and arrange for an audition of the records themselves. How about telephoning *now?*

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., ***Exclusive National Representatives***

CHICAGO: 180 N. Michigan, Franklin 6375 · NEW YORK: 247 Park Ave., Plaza 5-9151 · SAN FRANCISCO: 111 Sutter, Sutter 1555 · HOLLYWOOD: 1511 N. Gordon, Gladstone 5949 · ATLANTA: 522 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 24, No. 14 WASHINGTON, D. C., OCTOBER 5, 1942 $5.00 A YEAR—15c A COPY

Spot to Reach All-Time High This Year

Last Quarter Prospects Are Good With Few Signs of Let-Up Apparent

SPOT BROADCASTING, entering the final quarter of 1942, is about to set an all-time high.

During the past nine months spot placements have run ahead of any similar period in the history of broadcasting. Business already on the books for the last three months of 1942 will carry this form of rendition into records levels.

What about 1943?

That's a tough one to figure at this moment because of uncertainty brought about by the war.

However, many wartime factors, such as a return to the fireside—as a result of transportation difficulties—will lead inevitably to additional radio listening.

Better Than 1942

Actually the war has interfered only slightly with broadcast business. Automobile gasoline and radio set accounts naturally have felt the impact of priorities and rationing. On the other hand, proprietaries, soap, cigarettes and cosmetics have far more than offset any declines in other lines of broadcast advertising. A similar situation is noted in food lines. Tea and coffee, affected by war shortages, are not buying as much air time but changes in packaging of other foods have easily absorbed this decline.

In New York the first nine months of 1942 have been better than one year ago and the next three months should equal or pass the 1942 level. The Petrillo ban on recording has caused some cancellation of transcription business placed out of New York but this problem has not yet been serious.

It may become a more important factor in the near future. New York circles voice fear that long-impending restrictions on cross-hauling of merchandise will be imposed after the November elections with possible effects on advertising. A considerable turnover in accounts is noted in that area but the total business remains above that in 1941.

Chicago Gains

A small but healthy increase over last year is noted in Chicago spot placements. A temporary lull has been noted in the past few weeks but the 1942 year-end total will still run well above last year.

Especially strong in Chicago placements are the proprietary accounts, with intensified use of spot radio to cover small urban and rural areas.

As in other parts of the country, Chicago proprietary firms and their agencies anticipate greater per capita consumption of their products because of the curtailment of medical services due to the war and the possible increase in colds due to inadequate heating.

Farm products are at a high point in Chicago, particularly feeds, poultry and livestock remedies. Direct mail also is unusually strong at this season. One company, Sterling Insurance, will spend over $300,000 on 79 stations selling family group life insurance by mail. Increased advertising for meat substitutes such as macaroni and cheese is foreseen as a result of the impending curtailment of meat consumption. Dehydrated products and other forms of package foods are expected to buy more time.

Coast Situation

On the West Coast a hint of pessimism is noted in Los Angeles, normally a haven of optimists. Pacific Coasters are nervous about impending gas rationing but industry observers point out that broadcast business is doing nicely in the East after many months of gasoline rationing. Anyway, spot is good on the Coast and last quarter business is encouraging.

Coast leaders are direct mail, life insurance, household cleansers, cosmetics, vitamins, magazines, food, proprietaries, religious and beverages.

In Detroit the lack of automotive time adds a touch of gloom to an otherwise bright region. This market is enjoying one of the wildest of the wartime booms. Retail time is at a record level and many institutional campaigns are aimed at the countless thousands new to the area.

In Canada spot business shows no letup. However, it has leveled off this year to a point approximating that attained one year ago. More Government advertising is boosting broadcast sales in the Dominion.

The round-up of spot prospects follows:

NEW YORK

By BRUCE ROBERTSON

SPOT RADIO billings during the first nine months of 1942 have been better than the same period of 1941, which was an all-time high year for spot. The next three months will probably equal and possibly surpass the final quarter of last year. After that, it's anybody's guess and in New York neither the buyers nor the sellers of spot radio were willing to hazard that guess.

By and large, the station representatives were "optimistic, with reservations", a phrase used by one of them and applicable to the score of representatives interviewed. Some were extremely enthusiastic; others more cautious, but they all agreed that as yet the war has not cut into the total spot billing to any great extent. Individual accounts have been affected and so have individual stations, but the overall picture is pretty much the same and pretty good, as viewed by the reps.

Effect of Recording Ban

A wider diversity of opinions came from the agency timebuyers, who naturally reflected the status of the particular accounts handled by their agencies. Proprietary products are booming; radio set advertising is practically non-existent; both situations are direct results of the war. Soap, cigarette and cosmetic advertising, in contrast, are typical of many categories of products whose spot radio advertising continues this fall about as it did in pre-war times.

The Petrillo ban on recordings has caused the cancellation of some programs, chiefly transcriptions of network shows which were used to supplement or bolster up network coverage. Other transcription campaigns are continuing while their recordings last, but may be halted if the AFM prohibition stays in effect much longer.

Other recorded campaigns, in which the use of music is incidental, have substituted sound effects or such instruments as the harmonica which are not recognized as musical instruments by the union, or have dropped the music altogether. As yet the overall effect of this ban has not been serious, but there was some fear expressed that in the long run it might be.

After the Elections

Looking ahead, some executives said that after the November elections Congress may be expected to lay down wartime restrictions on manufacturing, long-distance hauling of merchandise, etc., which may have a depressing effect on all advertising, including spot radio.

But for each expression of this nature, there was a counter one to the effect that the extension of the gasoline rationing throughout the whole country and the probable increase in dimouts and blackouts will keep more people at home and create more listening, which in turn will make radio an even more profitable advertising medium than it is today and attract more than enough new advertisers to offset any loss of present clients.

Big turnovers in accounts were reported by a number of station representatives, especially in reference to individual stations. One large station was reported as having a larger dollar volume this year than last, but that this was due to new business and increased expenditures by some old advertisers, since 60% of the station's 1941 clients are no longer using its facilities.

The sales manager of another major station said that it takes three sales this year to equal one last, with advertisers generally buying smaller units of time and

(*Continued on page 20*)

Enlisted Men Prefer Music, News, Comedy

Army Survey Finds Program Habits Of Soldiers

POPULAR music, news and comedy are tops in the radio listening habits of our enlisted men.

A summer survey of a cross section of 3,286 white soldiers in the ground forces in 15 camps from coast to coast, made by the Research Branch of the Army's Special Service Division, reveals that Army men have carried to the barracks and the bases their listening habits as civilians. It also discloses that they listen most in the barracks, and would like to get programs which they can't conveniently hear.

The Favorites

While the survey covered actual program selections of enlisted men, the Army's Bureau of Public Relations, as a policy matter, withheld release of the specific features. The survey revealed that favorite types of programs, in order of popularity, were dance music, news, comedy, sports programs, variety, swing music, radio plays, old familiar music, and quiz programs. Falling in these categories are the top-rated network features.

The study was undertaken by the Research Branch of the Special Service Division after consultation with and at the request of the Army's Radio Branch. Brig. Gen. Frederick H. Osborn is director of the Special Service Division, Major John B. Stanley is head of the Research Branch. Consultant to the branch in the preparation of the survey was Dr. Frank N. Stanton, CBS vice-president, and one of the leading research authorities in radio.

The survey was undertaken to ascertain how many soldiers listen to radio, when they listen, where they listen, and what they like and dislike.

Answers to these questions are important in planning radio programs for the troops, according to observers. They are important not only to the War Dept. and other Government agencies preparing broadcasts, but also to privately-owned networks and stations whose programs seek to contribute to the entertainment and enlightenment of the men. The enlisted men in the 15 camps were queried in July and August, 1942.

Following are the main findings:

How Many Listen and When

A little more than half the men reported having listened to the radio at some time on a typical week-day (Monday through Friday).

In the morning before 9:30, 21% said they listened; 24% listened at midday, at some time between 11:30 and 2:30; 46% at some time in the evening after 5:30. (These, of course, do not add to 100% since some men listened during two or three of these periods whereas other men did not listen at all.)

The listening peak on a typical weekday morning was from 6:15 to 7, at midday from 12:15 to 12:45, in the evening from 7 to 8:30, (in terms of local time).

More men listened on Thursday than on any other weekday between Monday and Friday; 26% listened Thursday morning, 29% at midday, and 52% in the evening. Differences between other weekdays were slight. On Sunday morning, fewer men (about 17%) listened to the radio than on other mornings; otherwise Sunday differed little from weekdays.

Favorite listening hours differed only slightly by time zones (Eastern, Central, Mountain, and Pacific), being governed primarily by camp schedule.

Most radio listening is done in the barracks. In the morning 96% of the listening hours are in the barracks, at midday 88%, in the evening 79%.

Since most of the listening is in barracks, ownership of a private radio determines the amount of listening to a considerable extent. One out of six owns a radio and 80% of these men listen to the radio on a typical day, as compared with about half of the non-radio-owners. (A third of the private radios owned are operated by batteries.)

What They Like and Dislike

Favorite types of programs, in order of popularity, are dance music, news, comedy, sports programs, variety, swing music, radio plays, old familiar music, and quiz programs.

Types of programs liked least are serial dramas, classical music, and hillbilly and western music.

Marked differences in preference are shown, depending on the educational level of the men and on the size of their home community.

40% of the men said there were certain programs they would like to hear but could not hear conveniently. Reasons given, in order, were *"no radios convenient for me," "programs come at the wrong hour,"* and *"radios have trouble getting the stations carrying these programs."*

The research branch explained that to insure a minimum memory bias, the men were asked about what they listened to "yesterday". Since a substantial number of men were interviewed on each day except Sunday, this method was said to insure fairly reliable replies for all listening days except Saturday.

Questions were also asked about times, in general, when it was convenient for men to listen. While the absolute answers to such questions may be inflated, the Branch said that the relative convenience of one time to another or the rank order of the answers is probably a safe index.

Listening, it was said, is difficult to define. When a radio is tuned in at the barracks, day room, or elsewhere, a soldier who is one of a group may or may not listen closely or continuously. Therefore, there may be fuzzy edges to the memory of listening—even more so than in civilian life.

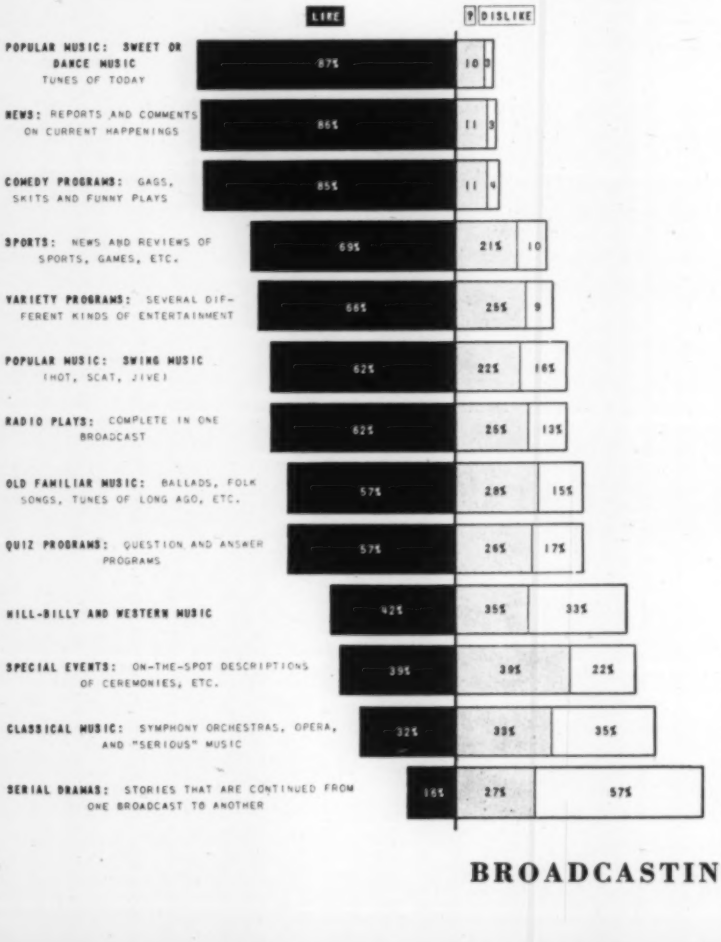
Another table disclosed reasons men gave for being unable to get programs they would like to hear. Some men gave more than one reason. 43% said no radio was convenient; 41% said programs come at wrong hour; 29% said trouble getting stations which carry the programs; and 4% miscellaneous.

Charts included in the survey showed radio listening by hour of day, weekdays and Sunday. These disclosed peaks, weekdays, at 7 a.m., 1 p.m., 7-9 p.m. On Sundays, morning listening was low. A peak of 18% was reached during the noon hour and of 20% 8-9 p.m.

Other charts indicated radio lis-

(*Continued on page 42*)

LIKES AND DISLIKES OF ENLISTED MEN



'Series' on BBC

SOLDIERS in Great Britain and and Northern Ireland are hearing news of the World Series on standard wavelength broadcasts and carried to London on a beamed telephone circuit, through the cooperation of the British Broadcasting Corp. which has cancelled peak hour programs on its domestic network to provide for the broadcasts. With the approval of the War Dept., the Office of War Information and Judge Landis, baseball commissioner, Don Dunphy describes the high spots of each game assisted by guest commentators.

Curtiss Renews

CURTISS CANDY Co., Chicago (Carleton fruit beverages), has renewed for 13 weeks its schedule of 100 word announcements on present schedule of 19 Midwestern stations [BROADCASTING, Aug. 3]. Product which is sold only in half-gallon containers is distributed in nine Midwestern States. Agency is C. L. Miller Co., Chicago.

Effort to Prevent Industry Split Started

Delay Until NAB Board Session Is Sought

By SOL TAISHOFF

LAST DITCH efforts to prevent a new rift in the broadcasting industry through formation of a trade association competitive with the NAB are being made by a number of industry leaders who see only grief in an open fight during these critical times.

Although formation of the American Broadcasters Assn. as a full-scale trade organization already has been announced by a group of broadcasters prominently identified with the leadership of the Broadcasters Victory Council, strong moves are under way to convince this group that it should withhold organization plans and staff appointments until the NAB board meets again in Chicago Oct. 13. A reconciliation, which envisages retention of a single trade association, is the goal.

Subordinate Groups

It was after the NAB board, at its meeting in Chicago Sept. 24-25, had failed to consider or proffer a project to BVC for restoration of a single trade group that the plan to form ABA was announced.

The NAB board, on the other hand, informally had been advised, it is reported, that the proposed basis for settlement—creation of a War Emergency Committee within the NAB—had been frowned upon by some members of BVC because it contemplated termination of subordinate trade groups representing industry segments, such as National Independent Broadcasters, Network Affiliates Inc., and Clear Channel Broadcasting Service, each of which now is part of the BVC war-committee coalition.

Assurances have not yet come from the new ABA group that it is disposed to await the Chicago session of the NAB Board. John Shepard 3d, chairman of BVC and temporary head of the projected ABA, has stated that commitments already made may jell before the mid-October session. The temporary director-founders of ABA, who announced creation of the organization in Chicago Sept. 25, will meet in New York Thursday (Oct. 8) to consider by-laws and appointment of a temporary board and of temporary officers.

There are two sharply delineated schools represented in the current trade dispute, which has simmered ever since the NAB convention in St. Louis 18 months ago. The group ardently advocating NAB reorganization contends that its present makeup isn't streamlined to perform an effective wartime job. The BVC leadership, and perhaps a majority of the NAB board, is represented as feeling that revamping is necessary.

On the other hand, there is a strong, and effective board representation which has supported NAB President Neville Miller's stewardship, holding that every vital policy action taken has been authorized by the board, by majority vote. They contend that too much attention is being given what they describe as a "vociferous minority" of the industry, and that the rank and file broadcasters are behind President Miller and are not pressing for a change.

Mr. Miller himself has made no public comment on the controversy. He steadfastly has taken the position that he was named by the board, has been reappointed by it since 1938 when he became the industry's first paid president, and has followed the board's bidding on all policy considerations. His present contract runs until June 30, 1944.

As things now stand, it seems clear, according to members of both the NAB board and of BVC, that the latter will not be diverted from its plans for a horizontally competitive trade association unless the NAB is sweepingly reorganized. That, it is made abundantly apparent, entails new leadership.

New Leadership?

The NAB board itself is divided. It is disposed to exhaust every possible avenue in restoring unity in the industry. The quest, as one member put it, is for a "sensible and sane solution of our problems" without a "prelude of fanfare". One attitude is that the new leadership move grows out of the St. Louis convention controversy between Mr. Miller and FCC Chairman James Lawrence Fly. On that point, the board repeatedly has voted its confidence in Mr. Miller and has opposed any knuckling down to what have been described as "outside influences".

But there is another segment of the board which feels that the tempo of the times call for altered operations, stripped to the bone and geared to meet wartime requirements. This group is represented as feeling that changes should be made, irrespective of contract commitments or other considerations, and that the entire industry should be solidified toward the single goal of unity in wartime.

Following its Sept. 24-25 meeting, the NAB board itself by petition called for a new meeting on Oct. 14 in Chicago. It concluded that since a number of board members already had left town, it could not formally act on reorganization proposals. The majority sentiment, on test vote of those present, indicated support for reorganization and personnel changes.

Court Conflict

The meeting will be held Oct. 13 instead of Oct. 14. The Federal District Court in Chicago hears arguments Monday, Oct. 12 on the Dept. of Justice plea for a temporary injunction against the American Federation of Musicians on the Petrillo transcription-recording ban. Most members of the board plan to be present. Rather than have them lay over for two days, President Miller has suggested that the meeting be held on Tuesday.

Identified with the formation of the new ABA, in addition to Mr. Shepard, as president of the Yankee Network, are eight well-known broadcasters, several NAB members. The founders are Walter J. Damm, WTMJ, Milwaukee, former NAB president; James D. Shouse, WLW-WSAI, Cincinnati; Eugene Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc.; George B. Storer, president of the Fort Industry Co. stations, and president of National Independent Broadcasters; Harry Bannister, manager of WWJ, Detroit; E. B. Craney, Z-Bar network in Montana and KXL, Portland; O. L. (Ted) Taylor, president of the Taylor-Howe-Snowden stations in Texas, and Stanley Hubbard, KSTP, St. Paul. Mr. Taylor, an NAB board member, resigned on Sept. 24, because of dissatisfaction over its failure to act. He is also executive-secretary of BVC.

In the announcement of formation of ABA, its founders said a paid president and two other paid executives would be retained, with headquarters to be established in Washington. No clue was given as to these selections. In the past, and since the outbreak of the controversy over the NAB leadership, emphasis has been placed upon retention of a "practical broadcaster" to head the industry's trade association.

District Meetings

Misgivings were expressed by BVC-ABA spokesmen over reconciliation because of the approval by the NAB board at its last meeting of a full slate of NAB district meetings to be held between Oct. 19 and Dec. 10 throughout the country. President Miller plans to address most, if not all of these meetings, and the tentative schedule calls for addresses by representatives of the various war agencies identified with radio.

If any plans for personnel changes are made by the NAB board at the session next week, it is argued, then the entire district meeting agenda would have to be altered. It is contended these district meetings should be postponed promptly to avoid difficulties.

Whether ABA will hold its organization fire until the next NAB board meeting depends upon the outcome of its meeting in New York Thursday. Paul D. P. Spearman, Washington attorney and former FCC general counsel, who has served as chairman of the law comittee of BVC, was delegated to draw up incorporation papers and temporary by-laws.

NAB SCHEDULE

TENTATIVE schedule for 1942 district meetings follows:

1—Worcester, Mass., Oct. 19 (Conn., Me., Mass., N. H., R. I., Vt.).
4—Pinehurst, N. C., Oct. 23-24 (D. of C., Md., N. C., S. C., Va., W. Va.).
5—Jacksonville, Fla., Oct. 26-27; Atlanta, Oct. 28-29 (Ala., Fla., Ga., P. R.).
6—Nashville, Oct. 30-31 (Ark., La., Miss., Tenn.).
13—Dallas, Nov. 2-3 (Texas).
12—Tulsa or Oklahoma City, Nov. 4-5 (Kan., Okla.).
14—Salt Lake City or Ogden, Nov. 9-10 (Col., Idaho, Utah, Wyo., Mont., western S. D.).
16—Los Angeles, Nov. 12-13 (Ariz., So. Cal., N. Mex.).
15—San Francisco, Nov. 16-17 (No. Cal., Nev., T. H.).
17—Portland or Seattle, Nov. 19-20 (Alaska, Ore., Wash.).
11—Minneapolis, Nov. 24-25 (Minn., N. D., Eastern S. D., western Wis., Ironwood, Mich.).
10—Des Moines, Nov. 27-28 (Iowa, Mo., Neb.).
9—Chicago, Nov. 30-Dec. 1 (Ill., southern and eastern Wis.).
8—Indianapolis, Dec. 2-3 (Ind., Mich., except Ironwood).
7—Columbus, Dec. 4-5 (Ken., Ohio).
2—New York, Dec. 7-8 (N. Y., N. J.).
3—Philadelphia, Dec. 9-10 (Del., Pa.).

Congress Cigar Spots

CONGRESS CIGAR Co., Newark (La Palina cigars), has placed a varied schedule of quarter-hour thrice-weekly sports programs and one-minute transcribed announcements 25 to 42 times a week on stations in the following nine markets: Buffalo, Columbus, Toledo, Detroit, Fort Wayne, Indianapolis, Chicago, Milwaukee and St. Louis. Agency is Schwimmer & Scott Chicago.

YOUNGEST OPERATOR? Well, not yet but Francis Jacob III has an eye on control room job held by daddy, Francis Jacob II, at WWL, New Orleans. The old man, who is just in his thirties, says he didn't have to show the boy a thing. "Right now he's ready to take over," he declares.

XUM

OWI Starts Funneling Federal Radio

Lewis Sees Increase in Efficiency Under New Setup

REGULATIONS which became effective Oct. 1, requiring the channeling of all Government programs through the Office of War Information, represent an important step in the coordination of American radio with the war effort, William B. Lewis, chief of the Radio Bureau of OWI, told the nation's broadcasters last Friday in a closed circuit talk. The 15-minute address was delivered twice —at 12:45 p.m. over NBC and Mutual, and again at 4:15 p.m. over CBS and the BLUE.

In his informal chat Mr. Lewis explained the whys and wherefores of the detailed order, issued Sept. 10 by Elmer Davis, OWI Director. He explained how it would affect each station.

War Demands

The regulation (No. 2), he said, was necessitated because of increased demands upon radio for use of its facilities in the war effort. Increased campaigns, the mounting number of war messages, general duplication and overlapping demanded that something be done, he said.

The only answer was "some kind of super traffic cop to see that available radio time is used wisely —in accordance with the relative importance of different war messages and problems—seeking to make sure that none of them receive more or less emphasis than they deserve."

The new regulation is in no way a new type of "censorship" putting bars between local broadcasters and patriotic groups and Government agencies, Mr. Lewis asserted. The cordial relations that have existed must continue if the broadcasting industry is to keep doing its job for the war effort, he asserted. Regulation No. 2 is intended "solely to provide an adequate balanced treatment of all war information programs. It enables us to be sure that such programs conform with war information policy and are factually correct."

Describing the scope of the regulations, Mr. Lewis said they break down into two main parts. The first, national in scope, deals with clearance by OWI of all programs, either in existence or proposed, including scripts, spot announcements, transcriptions and other radio material sent out by the national headquarters of Government agencies. It also covers ideas originating with field offices of Government agencies intended for national network programs, which likewise must be cleared through OWI headquarters.

The first three sections of Regulation No. 2, Mr. Lewis pointed out, cover the broad national field and do not pertain to the local independent station. The effect on the network station will mean a better balance of war information on network programs. To non-network stations, it means a better balance in the war material shipped direct from the Washington headquarters of various Government agencies.

Describing a Government agency as any group that takes its orders from Washington and which is directly connected with Govermnent war work, Mr. Lewis said it includes the armed services and all the special alphabetized groups that have been established by Presidential order, in addition to the regular old-line agencies.

The term "Government agency" does not include local civic council, PTA, American Legion, YMCA, or other such groups. Similarly, the local and state civilian defense councils are not classed as a branch of the regular Government agency since they are not directly controlled by the Office of Civilian Defense. While their program activities won't come under the requirements of Regulation No. 2, Mr. Lewis said he presumed that stations were giving them all the support they could.

Almost all Government agencies maintain field offices throughout the country, and originate a certain amount of local radio activity, said Mr. Lewis. Calling these offices important, he said OWI did not want to see those relations disturbed and desired to have stations work just as closely as ever with all Government field representatives.

Under the new procedure, he said, the nearest OWI field office will be consulted by local representatives of other Government agencies. He asked broadcasters to establish a relationship with their nearest OWI man. In each of the 12 regional offices, he said, OWI shortly will have a representative who has practical radio experience. He will keep in constant touch with all of the wartime situations in the area and will receive regular directives from Washington on actual problems which the Government feels need the most attention at a given time.

Clearing House

Alluding to confusion which has existed over clearance of Government programs, Mr. Lewis asserted that Regulation No. 2 means that all Government agencies have now agreed to funnel their radio activities through OWI as the central clearing house. He urged broadcasters to get together with their Government agency representatives and the OWI field men for the same sort of cooperation.

The job is not easy and it hasn't been perfected, Mr. Lewis said. He urged broadcasters to furnish the OWI branch office nearest him with the answers to a questionnaire already sent out.

Shortly ofter publication of Regulation No. 2 last month, Mr. Lewis said the mistaken impression developed among some local stations that the whole move was a chance to "rid themselves of many Government programs they have been carrying locally." Others dropped negotiations with Government field men for new programs, declaring they must await further clarification of the regulation. Moreover, he said his office had been swamped during the last few weeks with inquiries from station managers about specific cases that require individual interpretations of the regulation.

No Disruption

"To all of these, we want to give you one general answer at this time," he said. "Just keep right on, doing the same as you have been doing before. It is not the intention of Regulation No. 2, for example, to disrupt the 650 local radio shows that stations, with Army cooperation, are now producing, and which have been accomplishing obviously splendid results."

The regulation is aimed at Gov-

(*Continued on page 58*)

IMPROVED QUALITY of Government wartime messages on transcontinental programs was discussed by these Hollywood network and agency executives in a series of conferences with Washington officials of the OWI Sept. 24-25 in the former city. At the open sessions Kay Kyser, recently appointed consultant to radio division of OWI, criticized "leading geniuses of radio" for lack of complete cooperation with the war effort. At the conference table (l to r) are Don Belding, Los Angeles vice-president of Lord & Thomas; Edward Smalley, Hollywood manager of BBDO; Nat Wolff, OWI deputy chief in charge of Hollywood office; Seymour Morris, chief of allocation division of OWI; Douglas Meservey, OWI deputy chief of Washington bureau, and Sidney N. Strotz, western division vice-president of NBC. Sessions were held under auspices of the newly-formed Hollywood Radio section of the Advertising Council Inc.

Kay Kyser Denies Criticizing Radio

Informs Paul Kesten that He 'Was Greatly Misquoted'

IN a telegram to Paul W. Kesten, CBS Vice President, and General Manager in New York, Kay Kyser, chairman of the Committee of 25, denied criticisms of radio's war effort attributed to him, and declared that "as a whole, radio has done one of the best jobs of all media."

Mr. Kesten took exception to press reports that Kyser had told a group of West Coast network and advertising executives at the Sept. 24 meeting that "the 'guiding geniuses of radio' are failing miserably in cooperation in the war effort."

Kesten Wire

He wired the bandleader-OWI consultant: "Recent tabulations indicate that in a single week, major networks broadcast 54 separate all-war programs of a serious sort, such as *The Twenty-Second Letter, Army Hour, Secret Weapon;* 130 programs of war-slanted entertainment, 29 programs of serious war commentary, not counting straight newscasts or suberb handling of war messages by stars on commercial programs.

"Knowing your burning sincerity in the war effort, feel you should take immediate steps to correct any impression that you are deprecating others' good work."

Mr. Kyser's reply wired from Hollywood said, "I anticipated hearing from radio officials in New York—and rightly so. I was greatly misquoted. Bill Lewis (W. B. Lewis, OWI Radio Division Chief) and all of us were very much upset about it. Please explain to everyone how sorry all of us here are about the whole thing and reassure them no one knows better than I and OWI that, as a whole, radio has done one of the best jobs of all media in the war effort."

Earlier in the week, Mr. Lewis met the controversy aroused by reports of Kyser's speech with a statement that "radio has succeeded admirably" in its part of the war effort. Referring to Washington officials' comment on the industry as "the most cooperative of any medium", he also cited a recent report by Frank Stanton, OWI consultant to Bureau of Intelligence. Chart showed that in a cross-section survey of 30 stations, time allotted to government messages at current rate would amount to $64,000,000 this year.

Columbia Spots

COLUMBIA RECORDING Corp., Bridgeport, is sponsoring a series of commercial announcements for its phonograph records on WABC, New York, six times weekly at the beginning and end of the 6:45-7 p.m. *The World Today* program, also heard on CBS. Agency is Benton & Bowles, New York.

Where do they eat the CANDY BARS in Chicago?

THOSE of us who have clean cuffs may *occasionally* buy a candy bar, and even munch it publicly. But out in the mills and factories and shops of the "Calumet Corner", Joe W. Citizen averages about two candy bars every day, just as an extra dividend between meals!

Whatever you make or sell, Joe is your one best prospect for business. He is America's *new wealthy*. He makes considerably more dough than most "white collar men", and has *lots* more left over at the end of the month. And he spends more time at the radio than at dinner parties.

Joe W. Citizen is the man we're after, here at WJWC. Our transmitter is located practically in his backyard, out in Hammond (the hub of Chicago's massive industrial area). WJWC is *beamed to his mind* as well as to the neighborhood in which he lives. We talk his language, even to the extent of the "local gossip" out in the Nation's greatest heavy industrial center.

Let us send you all the facts about WJWC—the *new* Chicago radio operation that is making history in the heart of one of the world's greatest working-man sections. Get the facts—that's all we ask!

WJWC

HAMMOND-CHICAGO

***Supercharged* Coverage of Chicago's *New Wealth*—the Working People!**

General Offices: 165 N. Michigan Avenue, Chicago

John W. Clarke, President -:- William R. Cline, Manager

FREE & PETERS, INC.,
Exclusive National Representatives

How to Wage War on the Shortwave Front

Europeans Deeply Moved by U. S. Programs

By MARTIN CODEL

LONDON—America's radio voice, though still technically feeble and uncertain of reception on this side of the Atlantic, carries more weight and conviction with the people of conquered Europe who risk their lives to listen than that of any other country, Britain included.

Both certainly are more eagerly heeded than that of the Nazis despite the ability of Herr Goebbel's radio minions to outshout and frequently jam them by reason of the invader's control of nearly all radio facilities on the Continent.

Lacks Planning

But the trouble with our American radio effort, which like that of the British is quite properly based on absolute integrity of the news, good or bad, is that it lacks planning and as yet is not adequately coordinated with the well-geared radio machinery our British allies are operating as a recognizedly vital weapon of psychological warfare.

That machinery is available for America's voice, too, but our officialdom seems to be in a state of confusion about its technical features, let alone uncertainty about our own shortwave setup.

From firsthand observation of BBC's European service the conclusions are inescapable that:

1. Our shortwave broadcasts beamed to Europe thus far have been reasonably good in content but helterskelter in their aim at the target, missing it more often than not.

2. Our OWI, with its plenitude of brains for planning the strategy of psychological warfare, needs someone like Tam Craven, who thoroughly knows the technical side of international radio and at the same time is fully appreciative of its political ramifications, to assist Elmer Davis and Robert E. Sherwood in coordinating the planning and directives (now centered in Washington) with operations (now handled in New York) and linking our radio efforts with the British.

3. The sooner the Craven-Sherwood-Francisco project for more high power shortwave transmitters is put into effect, the better we can do our part in preparing submerged peoples of Europe for eventual invasion by United Nations forces and their liberation.

However, all planning must consider more effective and immediate use of the battery of shortwave transmitters we already have. They must be linked into one or two great networks, broadcasting one or two programs simultaneously in many languages on a multiplicity of wavelengths to insure reasonable regularity of reception and greater certainty of listenership.

Our shortwavers should not be individually autonomous, as now. It matters little whether what they put out is prepared by the Government or by one big private program agency so long as there is centralized direction under a specific policy.

Time Is Vital

Whatever is broadcast from America is regarded as official—the voice indeed of the American Government.

That's so now, and it will always be so whether the station heard by clandestine listeners carries call letters of New York or Schenectady or Boston or Cincinnati.

A private versus public ownership of our shortwave system isn't the problem any more. Getting our American news commentaries and messages over to peoples of Europe is the big problem and, once the plan is laid down, it must have the wholehearted support of all licensees.

Time is of the essence. We have talent, both at OWI and at the privately licensed stations, and the British have machinery into which we can immediately tie.

This is not to say that steps have not already been taken to do the job, but lack of centralized planning and operation are glaring as seen from this vintage point. As things stand now, more than a dozen American transmitters are sending out their own programs more or less independent of one another.

Some of the programs are well conceived for reception at the right hours by the right language groups; many more are mere shots in the dark, and a few have been downright stupid in execution. It is far more important that one or two programs shall be heard at the right times by the right people on a choice of many wavelengths than that individual stations shall satisfy themselves—often only themselves—that they've broadcast a particular hot feature.

It is recognized in highest circles here that America's voice giving the news and its interpretations, especially of American war efforts—whether heard in English, French, German, or other European languages—packs the biggest punch.

Nazis Worried

Otherwise why should Nazi radiocasters spend so much time and be so vehement in replying to and attacking such able American shortwave commentators as the *Christian Science Monitor's* Volney Hurd, who on WRUL is one of the most clearly heard voices in Central Europe?

The basic reason why America's voice is so important is simple to discern. Many conquered Europeans, even some of those hopeful of Allied victory, who wave their hands in welcome at RAF-Yankee invasion planes, dislike and distrust the British. Though British broadcasts are utterly honest, they place more credence on what America says and are deeply impressed and encouraged when they hear firsthand reports direct from us about our ship-plane-tank output or even our remarkable speed in completing the Alaskan Highway. Americans are still wonder workers to them. And they don't dislike us, knowing in their hearts our participation in this war has no motive other than to break the yoke of Nazi domination.

Therefore we must pump our language broadcasts into Europe on as many wavelengths as possible. We know from the vast experience of the British, if not our own, that they can be heard, just as BBC European service broadcasts are heard, regularly and clearly, by people willing to risk their necks to hear them.

But our shortwave system is only part of the machinery available for the job. BBC's European service operates not only on multiple shortwaves but also simultaneously on one longwave and on a substantial group of medium waves, most of which they know through trial and error can be heard in Continental Europe despite some success the Germans are achieving in jamming medium waves. So important is this service regarded here that domestic broadcasting often is sacrificed for European.

Two Hookups

For example, every evening at 6:30, one of the best times of the day for home audience, listeners to BBC's so-called Home Service, which itself uses three standard waves and one shortwave, must hear news in Norwegian. Now there are not many more home listeners here than in America who understand Norwegian, but the wavelengths happen to be best suited at that particular time for listening in Norway so the home audience is sacrificed as a war expedient.

BBC European service consists of two networks called Blue and Yellow, each utilizing a given group of long, standard and shortwaves. Together, according to times best suited for the particular language group listening, they broadcast 32 hours per day in 24 different languages. In the wee hours of the morning they end their broadcast day by repeating news in Morse code slowly enough so the greenest amateur can take it down. The underground movement and its outlaw newspapers, I'm told, depend very largely on these Morse transmissions—and Morse is very hard to jam.

Then the broadcast day begins again at dawn, with bulletins up to 8 a.m., so peasants and factory workers can get the fresh news.

OWI uses this system for two broadcasts in German and French

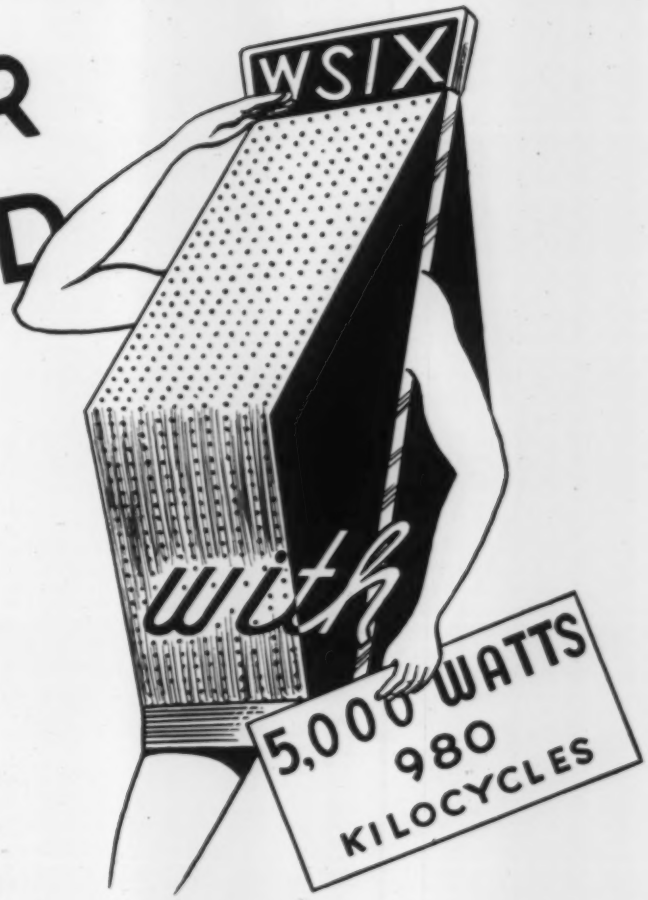
(Continued on page 46)

IT MUST BE AMUSING to judge by the expressions on faces of representatives of General Mills, Inc., and WJZ, New York, who met to discuss promotion of *Jack Armstrong All-American Boy*, aired for Wheaties on 91 BLUE stations. Looking at a promotion piece are, standing (l to r): T. B. Ellsworth, in charge of WJZ sales promotion; John F. Semachio, General Mills supervisor for Bronx-Manhattan, and Joseph Seiferth, WJZ promotion. At the table are Kenneth Johnson, General Mills, New Jersey; John H. McNeil, manager of WJZ; Howard G. Haver, General Mills assistant sales manager, and George Simon, General Mills, Brooklyn.

AT YOUR COMMAND

in the

Nashville sector



● Here's the spot for a Sales Offensive. Tennessee's cash farm income is up 42% over 1941, and Nashville is the heart of Tennessee's richest farming area. Manufacturing, led by war industries, is setting new all-time highs. Business is on a general boom.

Ready to deliver your advertising message to this rich market is WSIX, now 5,000 watts (day and night) on 980 kilocycles. Here's a powerful sales force at your command, covering a market of over 1,250,000 people within this station's 0.1-mv contour. For availabilities, write or wire this station or

SPOT SALES, INC., National Representatives

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

Rigid Inventory Requirements Imposed by New WPB Order

Maintenance and Repair Parts Are Covered in Action; Transmitter Tubes Are Restricted

RIGID inventory requirements will be in effect for all radio stations as a result of P-133, covering maintenance and repair parts for communications including radio communication, sound recording and radio direction finding, scheduled to be issued Monday by the War Production Board. The new order will replace P-129 which expired Sept. 30 and provides an A-1-j rating to obtain equipment instead of the former A-3 based upon dollar volume inventory restrictions.

Transmitter tube purchases are sharply restricted. No station may obtain priority for a needed tube of 25 watts or more unless the tube is returned to the manufacturer; this is not in effect where the tube is to be repaired. Nor may a station employ its priority rating to replace in inventory more than one spare tube for each active tube socket.

This measure is intended to assure uniform maintenance of all stations instead of allowing a few stations to pile up tubes in anticipation of use while others are unable to be sure of continued operation.

Spart Parts

Another restriction on inventory and use provides that a rating may not be used to replace spare parts in inventory except in such cases as equipment already exhausted or deteriorated, or subject to frequent failure; or in such cases where the existing replacement part is so "unique" as to represent a threat to continued operation in case of failure.

Furthermore the rating obtainable under the order cannot be used to increase a station's repair parts inventory, other than tubes, above value of the inventory on Friday, when the order took effect. No rating is possible to replace in inventory a new part when repair is possible with use of less raw material. Another important regulation involves the fact that equipment which has failed must have been operated within the specification established by the manufacturer.

Through the order, a radio station may obtain the needed rating which is in turn applied by any supplier in meeting the order. This enables suppliers to obtain needed rated materials which will be used in the production of equipment for operating supplies.

Processing of priority requests will be speeded up in the future since responsibility is now in the hands of industry branches as a result of a directive last week by J. A. Krug, deputy director general for priorities control. The directive reorganized Mr. Krug's bureau eliminating the specialist attached to the priorities control bureau; instead each industry branch will designate one of its own staff as a priority officer.

LT. COM. RUNYON

Mefford Runyon, CBS Vice-President Resigns to Accept Commission in Navy

THE FOURTH corporate officer to enter the armed services, Mefford R. Runyon, vice-president and director of CBS, resigned last week following his swearing in as a lieutenant-commander in the United States Naval Reserve.

Com. Runyon leaves for active service this week and expects to be assigned to some branch of communcations, headquartering in Washington. He has been ordered to Noroton Naval Training School for his indoctrination course.

Com. Runyon follows into the service Lt. Com. Harry C. Butcher, former Washington vice-president of CBS, who initially was assigned as administrative officer in the office of the Director of Naval Communications, but who subsequently was transferred to London as personal aide to Lt Gen. Dwight Eisenhower, commanding general of U. S. armed forces in Europe.

Com. Runyon's precise duties have not been announced, but it is expected he will be assigned to the post vacated by Com. Butcher.

A vice-president of CBS for the past six years and a director since 1937, Comdr. Runyon joined CBS in 1931. He had been a member of the accounting department of Price, Waterhouse & Co., public accountants, before joining CBS. His promotion was rapid, beginning in the fiscal department. At the time of his resignation he was vice-president in charge of station operations. His duties will be divided among Herbert V. Akerberg, vice-president in charge of station relations; Dr. Frank N. Stanton, newly elected vice-president and formerly the network's research director, and Joseph H. Ream, CBS secretary and its former chief counsel. Mr. Ream will assume the station relations functions and Dr. Stanton those covering M&D stations.

Other CBS vice-presidents now in service, aside from Com. Butcher and Runyon, are Lawrence W. Lowman, former operations head, now an Army major assigned to the Office of Strategic Services, and William B. Lewis, former vice-president in charge of broadcasts, serving as chief of the Radio Bureau of OWI. Some 400 CBS employes have entered the service, either through voluntary enlistment or in civilian Government work.

Com. Runyon served overseas as a sergeant, first class, in the Army during World War I. He is a graduate of Rutgers, Phi Beta Kappa. He expects to take up residence with his wife and two boys at Belle Haven, Alexandria, Va.

FDR TOUR SILENCE PRAISED BY PRICE

TRIBUTE to the nation's press and radio for maintaining silence over a two-week period on President Roosevelt's transcontinental trip was expressed last Thursday by Byron Price, Director of Censorship. He said in part:

For two solid weeks every newspaper, every radio station and every periodical in the United States kept a secret the news of the President's trip across the country and back inspecting war plants and camps first hand.

Most of them knew about the trip which would ordinarily be big news as soon as it happened. But the only consideration in all their minds was the safety of the Commander-in-Chief in wartime so far as they could contribute to it—a consideration which was called to their attention by the voluntary radio and press code.

The American press and broadcasters have never before made such a sacrifice of regular operations. Their act provides striking proof of the workability of voluntary censorship which must rest on the patriotism of press and broadcasting agencies.

Col. Mitchell Transferred

LT. COL. CURTIS MITCHELL, former editor in chief of *Movie & Radio Guide*, last Friday was named chief of the Still Picture Section of the Pictorial Branch, Army Bureau of Public Relations. He has served for the last year and a half as chief of the Intelligence & Analysis Branch of Public Relations, but temporarily had been detached for special duty in connection with Army Emergency Relief. Both Army and Navy relief operations have been shut down temporarily, because inadequate funds are in hand.

Rev. W. A. Burk, S. J.

FOLLOWING a protracted illness, Rev.Wallace A. Burk, S. J., former faculty director of WWL, New Orleans, and of WEW, St. Louis, Jesuit-operated stations, died Sept. 18 in New Orleans. The priest, well known in broadcasting circles, had left St. Louis last June to become assistant pastor of the Sacred Heart Parish at Augusta, Ga.

Fr. Burk

Father Burk was 61. He had served as faculty director of WEW, St. Louis University station, for three years, though regularly assigned to the New Orleans diocese. Prior to that, he was faculty director of WWL, operated by Loyola University.

Father Burk had undergone several operations and recently had his left leg amputated below the knee. Pneumonia set in, from which he did not recover. He was born in Canton Miss., in 1881 and entered the Jesuit order in 1900 at Macon, Ga. He studied philosophy at St. Louis U. 1905 and was ordained in 1915 in Ireland. Father. Burk studied theology in Europe and returned to New Orleans as teacher of history and French. He was instrumental in organizing WWL in 1922.

GROVE SPOTS TIED TO CARDS' PENNANT

SPEED and flexibility of radio was demonstrated last week by Grove Labs, St. Louis, through the agency, Russel M. Seeds Co., Chicago. When the St. Louis Cards who have been taking Groves Daily Vitamins since early spring training clinched the National League pennant in a whirlwind finish, Grove immediately started most of its spot schedules a week earlier than the Oct 5 starting date. Within a few hours they had testimonial copy on the station.

Last week the testimonial copy was incorporated in a total of 700 announcements and programs as well as on early morning week-day *Reveille Roundup* sponsored by the company on 90 NBC stations. On Oct. 5 Grove starts a new five-minute transcribed program, *Songs of the Allies* on 30 stations two to six times a week in a dramatic tribute to the Allied Nations. Songs of 33 countries are sung by a mixed choral group of six voices, featuring Ray Charles, soloist. Placement of these programs will bring the total number of stations carrying Grove's schedule of newscasts, programs and announcements for Bromo Quinine and Daily Vitamins to over 100.

Harvester Drive

INTERNATIONAL Harvester Co., Chicago, engaged almost entirely in war production, is breaking with a short but extensive institutional spot announcement campaign. Long absent from radio, company is placing a total of 26 one-minute live announcements on over 100 stations starting Oct. 5. Agency is Aubrey, Moore & Wallace, Chicago.

XUM

DOLLARS... *or shackles!* BONDS... *or bondage!*

American patriots shell-out for shells... repeat and repeat again. Dollars and dimes for bonds and stamps in a boiling, rushing torrent. But it isn't enough. It's never enough. Insatiable Mars calls for more, and still more, and more on top of that.

What price victory? No lover of freedom questions the cost. But the tempo of bond-buying must be stepped-up until it reaches a sustained hum, like a dynamo.

Westinghouse Radio Stations have thrown the full weight of their sales-power behind the bond drive. Not merely a routine mention over the air, but a driving, continuing, two-fisted campaign to sell bonds. Not merely pledges to buy, but cash on the line.

WOWO in Fort Wayne, KDKA in Pittsburgh, WBZ in Boston, and KYW in Philadelphia, each in its own way, have carried the bond campaign to the people, in personal contact. Through sidewalk booths. Through entertainment caravans which canvass the widespread territories served by Westinghouse stations. Through planned bond-rallies in cooperation with local banks. The results have exceeded our hopes, thanks to the responsiveness of an aroused public.

Westinghouse has a profound conviction that time is short... that it's dollars now or defeat later. We are determined to help wherever we can in the only thing that matters today, the winning of the war.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

Telford Taylor Leaves FCC To Accept Majority in Army

Denny Acting G. C.; Hilmer to BEW; Rosel Hyde Acting Successor; Ralph L. Walker in Army

APPOINTMENT of FCC General Counsel Telford Taylor to the Army, with rank of major, was announced last week, along with several other important shifts in top legal personnel of the FCC.

Maj. Taylor was sworn in last Thursday and was ordered to report for duty Oct. 5 at War Dept. headquarters. His precise assignment was not disclosed. Charles R. Denny Jr., senior assistant general counsel in charge of litigation and administration, was named acting general counsel.

Simultaneously, other important changes in the Broadcast Section of the Law Dept. were effected, including the transfer of Assistant General Counsel Lucien A. Hilmer to the Board of Economic Warfare and appointment of Rosel H. Hyde, veteran FCC attorney, as acting assistant general counsel. Ralph L. Walker, veteran principal attorney was called to active Army duty as a Major in Signal Corps communications.

MAJ. TAYLOR

Quick Action

The FCC is expected to act shortly—possibly this week—on the vacancies. Mr. Denny's promotion to the general counselship is predicted. He has served as principal assistant to Mr. Taylor since his appointment, and has been in charge of litigation. Mr. Hyde's promotion as assistant general counsel, succeeding Mr. Hilmer, likewise is expected as a logical promotion.

Mr. Walker, principal attorney and one of the oldest men on the FCC legal staff in point of service, last Tuesday was given leave for the duration, having been called for active duty in the Army as a major. A National Guard officer, Maj. Walker had been retired several years ago for physical reasons. These, however, were waived with his recall. He is assigned for the present at Army headquarters in the War Department.

Maj. Walker

Mr. Hilmer

Maj. Taylor joined the FCC in May, 1940, as successor to William J. Dempsey, who with his chief assistant, William C. Koplovitz, resigned to enter private law practice. Then 32, Maj. Taylor first joined the FCC May 6 as special counsel but became general counsel promptly upon Mr. Dempsey's retirement. He had seven years of varied experience in three Government departments and as associate counsel of the Senate Interstate Commerce Committee's railroad finance investigation before joining the FCC.

The new acting assistant general counsel, Mr. Denny, joined the Commission last Feb. 22, succeeding Thomas E. Harris. He came from the Dept. of Justice, where he was appellate section chief of the Lands Division. Mr. Denny, 30, is a native of Baltimore who attended Washington public schools. He was a 1933 graduate of Amherst and a 1936 graduate of Harvard Law School. From 1936 to 1938 he was with the Washington law firm of Covington, Burling, Rublee, Acheson & Shorb.

Another name mentioned for the general counselship is that of John Farnham, of St. Paul, who has served intermittently during the last six months as FCC special counsel in broadcast investigatory work. He is a close friend and former associate of Chairman James Lawrence Fly.

Hilmer Asked Shift

Mr. Hilmer, assistant general counsel since May 21, 1941, and an FCC attorney since July, 1940, was transferred, at his own request, to BEW as assistant to Max Lowenthal, division chief of the Branch of Blockade and Supply. The work has to do with reoccupation.

Mr. Hyde, principal attorney of the Commission and one of the top members of the law department, served with the former Radio Commission, first as chief of its Docket Section and then as an examiner and attorney. He is a native of Idaho.

Mr. Hilmer was named chief of the Broadcast Section of the law department under Assistant General Counsel George B. Porter, when he joined the FCC in 1940. Upon Mr Porter's resignation the following May, Mr. Hilmer was named his successor. Both Mr. Hyde and Maj. Walker have worked under Mr. Hilmer. He came to the Commission from the Senate Committee on Interstate Commerce, having served as assistant counsel under Mr. Lowenthal in the railroad finance investigation.

Maj. Walker has been with the FCC since its creation and was one of the first attorneys on the old Radio Commission, having joined in 1928, a year after it began operation.

NEW TRANSMITTER YIELDED BY WINS

RIGHTS to the 50,000-watt transmitter, held by WINS, New York, pending FCC approval, have been relinquished by the station and all parts will be dismantled and turned over to the Government for disposal. The action was taken by the board of directors of Hearst Radio, owner of WINS, after learning of the WPB's need for transmitters.

The release by WINS of its 50,000-watt Westinghouse transmitter does not affect the construction permit of the station to operate fulltime on clear channel, and the station has already secured a new 10,000-watt transmitter which will be installed as quickly as possible at its headquarters in Lynhurst, New Jersey.

According to Cecil Hackett, WINS managing director, "The disappointment of myself and staff after two years of looking forward to 50,000 watt operation is, of course, most keenly felt by us all. However, cooperation with the Government in the furtherance of the war effort is of prime importance, and all personal feelings and ambitions must of necessity be relegated to the background."

General Cigar Show

GENERAL CIGAR Co., New York, has launched a campaign for Van Dyck cigars, using *The Answer Man*, as a live show on WGN, Chicago, and transcriptions of the program on KOA WHO WDAF KSTP WOW KSD KTUL KSH, on a twice-weekly basis. Federal Adv., New York, handles the account.

WARM to Join Blue

WARM, Scranton, on Nov. 1 joins the BLUE as a Basic Supplementary station, bringing the BLUE's total affiliates to 139. Owned by the Union Broadcasting Co., WARM operates on 1400 kc., 250 watts fulltime. Evening rate is $80.

Davis To WPB

DONALD D. DAVIS, president of General Mills Co., Minneapolis, was appointed last Tuesday director of the newly created program coordination division of the War Production Board. Mr. Davis will be responsible for all program recommendations by the division.

Carl Myers Given Naval Commission

WGN Chief Engineer to Be Succeeded by George Lang

CARL J. MYERS, chief engineer of WGN, Chicago, for 17 years and one of the nation's best known radio enginers, has been commissioned a lieutenant commander in the Navy and will be temporarily stationed in Washington on a special radio assignment. He reported for duty last Wednesday.

A pioneer in Chicago radio, and one of the organizers of the Chicago Broadcasters Assn., forerunner of the NAB Mr. Myers, in 1922, built and operated his own station atop the Marigold Gardens ballroom in Chicago, but he recalls that when ASCAP demanded a weekly performance fee for broadcasting music, he was forced to close. Before joining WGN in 1924 he was chief engineer of WTAS, Elgin, Ill., and WLIB, Chicago. Both stations were later absorbed by WGN.

Varied Interests

Mr. Myers has been prominently identified with developments in both facsimile and FM. Facsimile experiments under his direction were carried on by WGN until a few months ago. W59C, FM adjunct of WGN, was put into operation last year under Mr. Myer's supervision. An aviation enthusiast, Mr. Myers at one time owned his own plane, and has a pilot's license with several hundred flying hours to his credit. He is a member of Clear Channel Broadcasting Service, and the FM Broadcasters Inc.

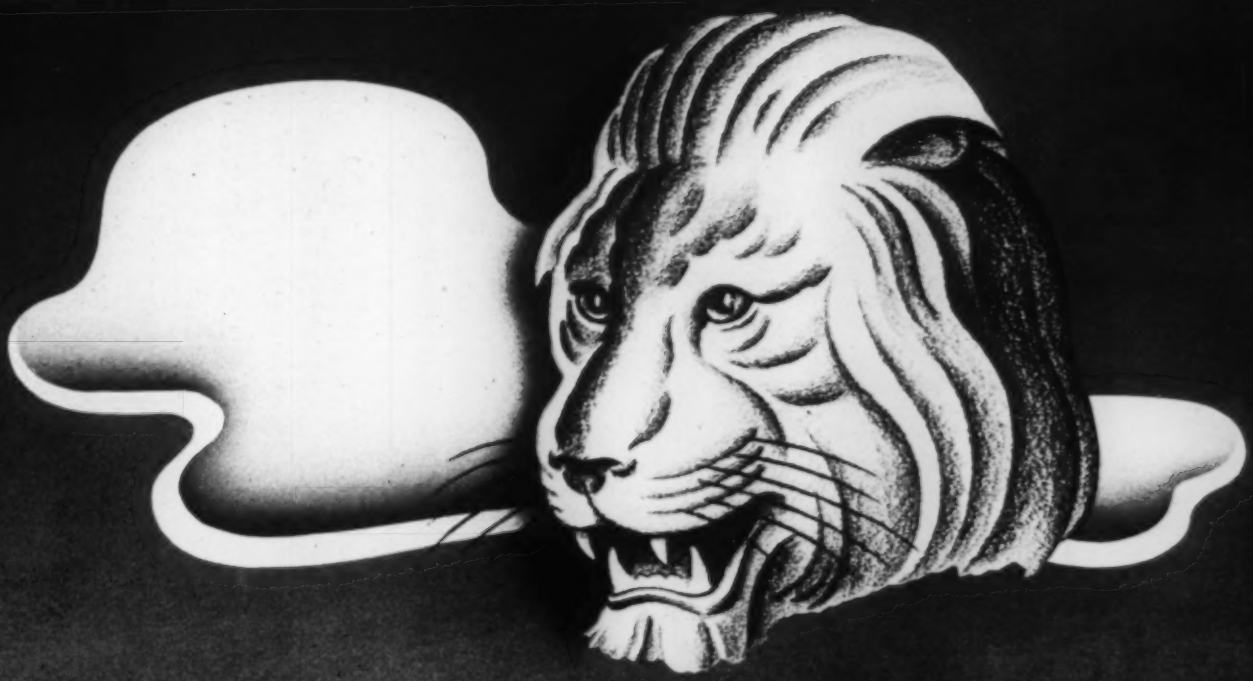
During his leave of absence from WGN he will be succeeded by George Lang, chief transmitter engineer, who has been with the station since 1929.

Campana on NBC

CAMPANA SALES Corp, Batavia, Ill. (Italian Balm), after shifting of schedules, on Oct. 10 starts a weekly quarter-hour program, *Campana's Serenade*, on more than 50 NBC stations, Saturday. 10:15-10:30 p. m. (EWT). A package deal set by Music Corp. of America, weekly show will feature Dick Powell, film actor and singer, with Matty Malneck's orchestra. Larry Keating has the announcing assignment. Agency is Aubrey, Moore & Wallace, Chicago.

Pall Mall on Blue

MARKING her first network show in this country, Gracie Fields, English stage and radio star, will have her own series on the full BLUE network of 138 stations, starting Oct. 12, under sponsorship of American Cigarette & Cigar Co., New York, for Pall Mall cigarettes. The programs will be heard five times weekly in the five-minute spot immediately after the Coca Cola *Spotlight Bands* show and preceding the news by Raymond Gram Swing. Agency for Pall Malls is Ruthrauff & Ryan, New York.



All Detroit LIONS' Football Games exclusively by WXYZ

...and sponsored by PABST Blue Ribbon

...incidentally, WXYZ guarantees Lion's share of Detroit at lowest cost... with any WXYZ Champion Show

KING-TRENDLE BROADCASTING CORP. • Detroit, Michigan

Represented Nationally by the Blue Network Company

PUBLIC LIBRARY

FTC Charges of Deception In Cigarette Claims Denied

Reynolds and Philip Morris Replies Point to Distinctions; Some Charges Called Obsolete

ANSWERS have been filed with the Federal Trade Commission by R. J. Reynolds Tobacco Co., Winston-Salem, and Philip Morris & Co. Ltd., New York, two of four major tobacco firms charged with misrepresentation and deception in advertising [BROADCASTING, Aug. 10, Sept. 7].

No dates have yet been set for Commission hearings in the Reynolds and Philip Morris cases, though an FTC spokesman said arrangements will be completed within a few days. Two other large tobacco companies cited by the Commission, the American Tobacco Co., makers of Lucky Strikes, and the American Cigarette and Cigar Co., makers of Pall Malls must file replies by Oct. 11.

Some Claims Obsolete

Briefs filed by R. J. Reynolds denied sweeping charges against virtually all Camel Cigarette and Prince Albert smoking tobacco advertising, and asserted in technical language that differences between the company and the Commission resulted from conflicting interpretation of commercials used in broadcasting and other media.

A 12-page answer to the citation treated specific charges of the Commission, in each case either denying the claim had been made, or asserting it was justified. Reynold's attorneys pointed out several advertising slogans mentioned have been abandoned three to five years ago.

The company flatly denied any misrepresentation was involved in simulated voices of champions purportedly giving testimonials for the product. FTC had charged Camel advertising represented that such voices were those of the person named, "when in truth such voices were not those of the persons represented as present."

Philip Morris Answers

Philip Morris, replying for Philip Morris and Dunhill Cigarettes, and Revelation Pipe Tobacco, admitted making many of the claims cited in the FTC complaint, denied others, in some cases charging that the complaint did not correctly state the substance of the claim, or in one case that a "partial quotation, without full context was misleading."

In defending the Commission's attack on their allegation that a "hygroscopic" agent (moisture remover) made Philip Morris less irritating to the throat, and in that respect were different from other leading brands, the company said scientific tests had been conducted, which they considered authentic and conclusive.

Referring to these tests, Philip Morris said six years ago, June 16, 1936, an FTC committee of E. J. Adams, W. F. Davidson, and C. M. Hadley had studied advertising written from these tests, and the hearings had adjourned with an understanding that reasonable notice would be given if complaint were found. "Since then, advertising has been based on this research, and no criticism was received until March, 1942."

Reynolds Reply

In general, the answer denies any statement now made, or any representation made by R. J. Reynolds in its advertising for Camels or Prince Albert smoking tobacco, "or the implications or intendments fairly to be drawn therefrom are inaccurate, deceptive or misleading."

The reply says: Until dropped in November, 1937, Camel advertising represented the cigarettes as advantageous to digestion, but did not say they insured normal digestion, "even when the going is hectic"; until scrapped in November, 1938, advertising said Camels give a 'lift', and released a new flow of energy, but this advertising did not say they created new energy.

Testimonial letters from athletes were used which said the champions used Camels, but the firm never said stars of sport smoke the cigarettes because in their experience it enables them to keep in condition. Camels were not represented as recommended for grueling sport. Testimonials, moreover, though in the first draft the product of Camel advertising agencies, were carefully read by those testifying, and investigation indicated that the signer was a Camel smoker.

Until May, 1939, Camels admittedly advertised that the cigarette never irritates the throat. This did not represent the cigarette as unique, nor did it claim smoking does not harm the throat, the reply said. Camels have been represented as the cigarette of costlier tobacco, it admitted, though they were never said to get all the finest cigarette tobacco; they are the most popular brand with tobacco growers, but it is not necessarily true that most all tobacco growers prefer Camels.

In detail, the answer denies representing that Camels burn 25% slower than most other competing brands, but states it did represent that according to independent scientific tests, they burn slower than any of the 15 other largest-selling brands tested, and denies asserting that Camels contain

(*Continued on page 58*)

Off For the War

CASUALTY for the duration is WCAH, non-commercial broadcasting station authorized for the Buffalo Board of Education. Jan. 27. Licensee has applied to the FCC for extension of commencement and completion dates until six months and a year after the war, stating that it has let no contracts for equipment, feeling existing transmitters can be put to better wartime uses.

WELCOMING A SPONSOR new to radio are these network and agency executives flanking Howard Cheney (seated), assistant sales manager of Lockheed and Vega Aircraft Corps., Burbank, Cal., whose signature completed negotiations for a weekly quarter-hour CBS series under working title, *Wings of America*. With starting date scheduled for Nov. 2, program will be shortwaved to armed forces overseas. Negotiators (l to r) are Harry W. Witt, Southern California sales manager of CBS, Hollywood; J. Archie Morton, sales service manager of that network; Mr. Cheney (seated), and John Messler, Los Angeles executive of Lord & Thomas, agency servicing the account.

Dr. Lyon's Claims Hit By FTC Order

Tooth Powder Firm Barred From Advertising Slogan

R. L. WATKINS Co., New York, Sterling Products subsidiary, large user of radio time, has been ordered by the Federal Trade Commission to cease certain advertising claims it has used widely on the air and other media for Dr. Lyon's toothpowder.

The Commission order forbids use of the slogan "Do As Your Dentist Does—Use Powder," familiar advertising phrase of the product, and instructed the firm not to represent directly or by implication that their product is similar or comparable to powder used by dentists.

Dentists Use Powder

"Probably the majority of dentists do use powder in cleaning their patient's teeth," the Commission found, "however, it is almost invariably pumice or silver, both of which are highly abrasive and could not be used by the public. The active ingredient of respondent's powder is calcium carbonate, which is less effective."

On this basis, the Commission held the product was not comparable with powder used by dentists.

The order further prohibited the Watkins Co. from representing that the product is an effective antiacid or that it will correct "acid mouth", or that it is free from all grit, or that it cannot injure or scratch tooth enamel.

"The product is, in fact, "wholly without therapeutic properties, and is incapable of correcting any acid condition which might be present in the mouth," the FTC ruled. In respect to the advertised claim that Dr. Lyon's Tooth Powder is "Free from all . . . grit . . . and cannot possibly injure or scratch the tooth enamel," the Commission said the claim was exaggerated as the powder occasionally contains particles of grit missed in processing.

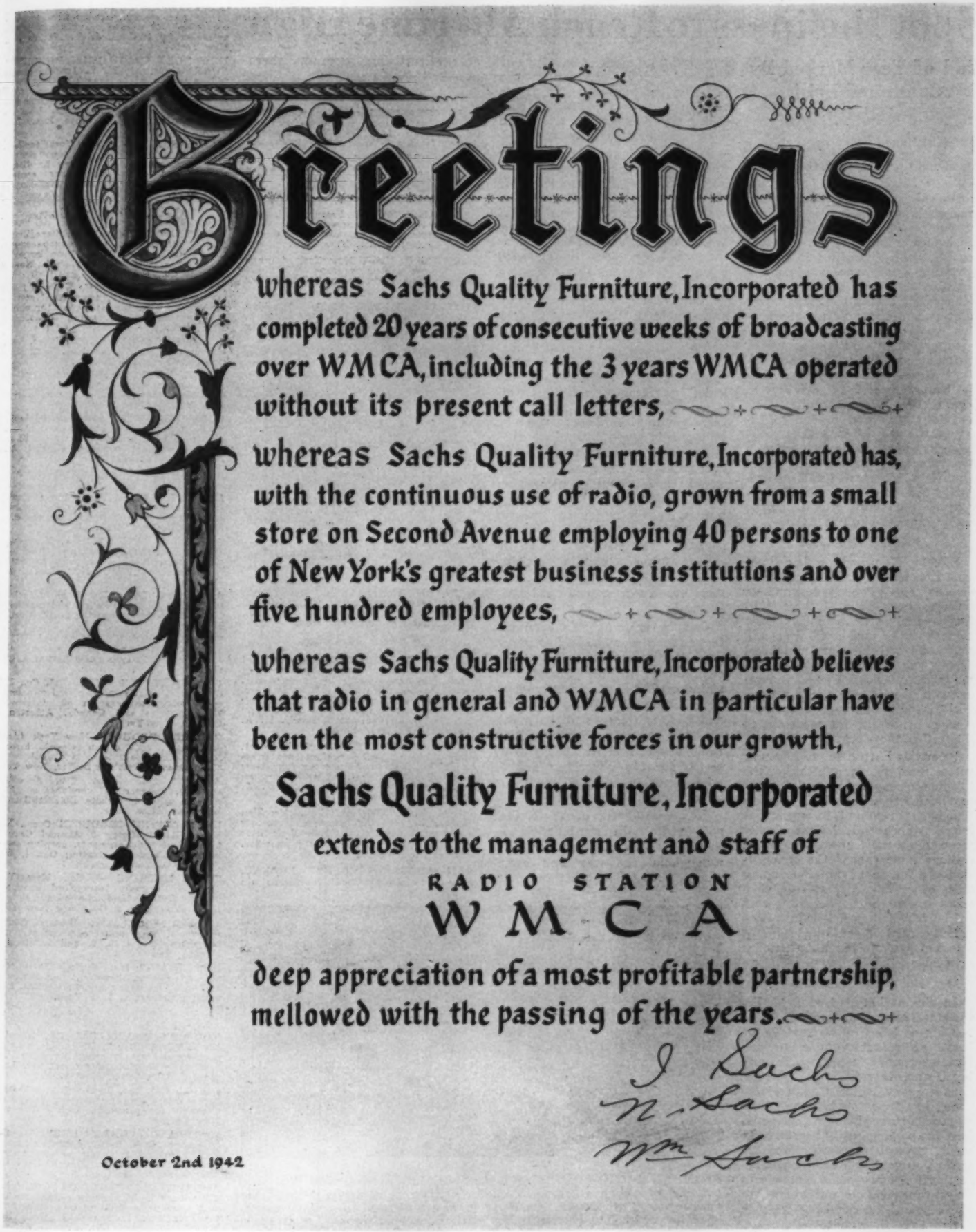
WWJ Names Wheeler

E. K. WHEELER has been appointed assistant manager of WWJ, Detroit, according to Harry Bannister, manager. He will continue supervision of W45D, FM station also owned by the *Detroit News*. Wheeler left the sales promotion department of the U. S. Rubber Co. in 1937 to join the sales staff of WWJ. In November, 1941, he was assigned to manage W45D by W. J. Scripps, director of radio for the *News*. Scripps is now a first lieutenant in the Army Air Forces.

Mr. Wheeler

TENTH anniversary of NBC *U of Chicago Round Table*, which started in 1932 with a discussion on the Wickersham Commission report on Prohibition, was celebrated Oct. 4.

XUM


Greetings
whereas Sachs Quality Furniture, Incorporated has completed 20 years of consecutive weeks of broadcasting over WMCA, including the 3 years WMCA operated without its present call letters,
whereas Sachs Quality Furniture, Incorporated has, with the continuous use of radio, grown from a small store on Second Avenue employing 40 persons to one of New York's greatest business institutions and over five hundred employees,
whereas Sachs Quality Furniture, Incorporated believes that radio in general and WMCA in particular have been the most constructive forces in our growth,
Sachs Quality Furniture, Incorporated
extends to the management and staff of
RADIO STATION
WMCA
deep appreciation of a most profitable partnership, mellowed with the passing of the years.
I Sachs
N. Sachs
Wm Sachs
October 2nd 1942

This scroll was presented to WMCA, New York, by Sachs Quality Furniture, Incorporated

Spot Business to Reach All-Time High

End of Year Marked By Continued Brisk Activity

(Continued from page 7)

for shorter periods than they formerly did.

Several representatives said that stations in small markets were losing billing while stations in major markets were gaining it, explaining that the difficulties in transportation were causing some advertisers to drop secondary points and concentrate on the places where most sales are made. This observation was countered by other reps, however, who said the gasoline rationing and the rubber shortage have caused more people to shop at home instead of driving to bigger cities 20 to 50 miles away and that this had tended to increase the use of secondary markets by spot radio advertisers. Whatever the final effect, representatives of small stations reported the same good overall business as did those of the larger, major market stations.

Priority Problems

Effects of priorities have not been as serious as was feared some months ago. Packaged products seem to have hurdled their difficulties and are resuming their normal use of spot radio. Tea and coffee advertising for individual brands has just about stopped, but the Pan-American Coffee Bureau is using women's programs on about 30 stations to educate consumers in getting the most out of the coffee they buy.

Priorities have also created new spot campaigns, notably that of the telephone company to explain that materials are not available for new telephone lines and to urge that long distance calls be made only when absolutely necessary. Price ceilings have caused the cancellation of a few spot campaigns, along with other advertising, chiefly in cases where the product was sold in March as special sale prices which cannot be continued without a loss of profit to the manufacturer or dealer.

Publishing Business

In the packaged food field, dehydrated soups and other dried foods are being advertised in at least equivalent volume to the former canned soups, pork and beans and other foods to which tin cans are now denied. Candy advertising has fallen off because of the sugar shortage, but gum advertising is holding up "surprisingly well", several representatives reported. Advertising for gum is being shifted, however, to concentrate on war production markets where the demand for chewing gum is larger than in other places.

Books and magazines are responsible for a number of extensive spot campaigns, a new type of business undoubtedly due to the fact that the war has given people both more time to read, by curtailing their motoring, and more money to spend for literature.

Patent medicines are another war-boomed class of products, which have greatly increased their already large expenditures for spot radio time. The shortage of doctors for civilians due to the heavy demand on their services by the armed forces and the expected heavy crop of colds this coming winter because of heat rationing in many cities is expected to increase greatly the amount of self-medication with advertised cold cures.

The future is filled with developments which will undoubtedly affect advertising, spot radio in particular. The zoning of sugar, with cross-hauling forbidden, may be followed by similar restrictions on other products. This might result in a decrease in advertising of national brands and a growth of advertising for local or regional brands, which might be bad for national advertising and good for spot. Or it might result in an increase of institutional advertising by national advertisers to keep their brand names alive until after the war.

Certain only at this time are these facts: Spot radio has had a good year so far and will probably continue to prosper for the remainder of 1942. The war is beginning to have its effects, both good and bad, and these will be multiplied as the war continues. Spot radio has proved its ability to do a job for the advertiser and to adapt itself rapidly and readily to his changing requirements.

It seems logical, therefore, that spot radio will continue as an important advertising medium throughout the war and afterwards, playing its part in whatever advertising programs there are.

Beverages

PEPSI-COLA Co., Long Island City (soft drink), transcribed jingles on varying schedules on 12 New York stations. Agency is Newell-Emmett Co., New York.

GLOBE BREWING Co., Baltimore (Arrow beer), transcribed *Hello Mom* series with George Jessel on stations in Washington, Richmond, and Baltimore. Joseph Katz Co., Baltimore and New York.

CENTRAL WINERY, Fresno, Cal. and New York, spot announcements and quarter-hour programs, six eastern stations. Weiss & Geller, New York.

NEDICK'S STORES, New York (orange drink), quarter-hour programs, WHN and WNEW, New York. Weiss & Geller, New York.

LIEBMANN BREWERIES, Brooklyn (Rheingold beer), football games, WJZ, New York, and WTIC, Hartford. Young & Rubicam, New York.

ROMA WINE Co., New York, news and quarter-hour programs, spot announcements, eight stations. McCann-Erickson, New York.

CLICQUOT CLUB Co., Millis, Mass. (ginger ale), spot announcements, three weeks on Washington stations in October. N. W. Ayer & Son, New York.

SHEFFIELD FARMS Co., New York (Homogenized Vitamin D Milk), transcribed announcements totaling 122 weekly on 10 New York stations. N. W. Ayer & Son, New York.

NEHI Corp., Columbus, Ga. (Royal Crown Cola), spot announcements on varying weekly basis on stations in selected markets. BBDO, New York.

GARRETT & Co., Brooklyn (Virginia Dare wines), 370 announcements, 10-week campaign on 11 New England stations. Ruthrauff & Ryan, New York.

EASTERN WINE Corp., New York, transcribed announcements, 20-25 cities on Atlantic Seaboard, year-round campaign. H. C. Morris & Co., New York.

Coffee Campaign

RED ROCK BOTTLERS, Atlanta (Red Rock Cola), started one-minute transcribed musical announcements, 15 times weekly, on 50 stations, thru local bottlers in June, mostly on a 52-week basis. To increase spot broadcasting until all of 130 bottlers are placing announcements locally. H. A. Salzman Inc., New York.

DOVER BREWERIES, Hartford (beer), series of transcribed one-minute announcements launched in August on four New England stations, 40 times weekly, for an indefinite period. New to radio. H. A. Salzman Inc., New York.

JOHN F. TROMMER, Inc., Brooklyn (beer), in late October and November starts participations on 4 New York State stations. Most announcements transcribed. Federal Adv., New York.

PAN AMERICAN COFFEE BUREAU, New York (institutional campaign), in conjunction with the National Coffee Assn., on Sept. 14, started participations in home economics and women commentator's programs on 29 stations. J. M. Mathes Inc., New York.

NEW YORK STATE MILK PUBLICITY BUREAU, Albany, N. Y. (milk), annual fall campaign to be launched Oct. 12 on 17 New York State stations, using three to five participations weekly on home economics programs for 26 weeks. Live announcements. J. M. Mathes Inc., New York.

MARTINSON & Co., New York (coffee), currently using news programs on one New York station, which may be discontinued, and no further plans contemplated due to coffee situation. Neff-Rogow, New York.

Candy, Chewing Gum

BEECHNUT PACKING Co., Canojoharie, N. Y. (Beechies), spot announcements for 15 weeks from Sept. 15 on large list of stations, list not available. Newell-Emmett Co., New York.

AMERICAN CHICLE Co., Long Island City (Dentyne gum), transcribed station-breaks on list of stations throughout country. Badger, Browning & Hersey, New York.

CURTISS CANDY Co., Chicago, spot announcements, 25-30 stations. C. L. Miller Co., New York and Chicago.

PETER PAUL Inc., Naugatuck, Conn. (Ten Crown gum, candy products), Nationwide use of spot, but no details available. Platt-Forbes, New York.

ROCKWOOD & Co., Brooklyn (Chocolate B.ts), October starts 13-week campaign of 3 to 5 participations weekly on 12 stations throughout country. Federal Adv. Agency, New York.

Drugs, Cosmetics

LEVER BROS. Co., Cambridge (Vimms), spot announcements on varying schedule on some 75 stations throughout the country. BBDO, New York.

ALFRED D. McKELVY Co., Minneapolis (Seaforth toiletries), one and five-minute spots on national basis prior to Christmas season. BBDO, New York, and Minneapolis.

J. C. ENO Ltd., New York (Macleans toothpaste), quarter-hours and participations on West Coast. Atherton & Currier, New York.

SCOTT & BOWNE, Bloomfield, N. J. (Scott's Emulsion), participations, Oct. 1 in New Orleans area. Atherton & Currier, New York.

POTTER DRUG & CHEMICAL Co., Malden, Mass. (Cuticura soap and ointment), spots announcements on 40 stations in United States and Canada. Atherton & Currier, New York.

CARTER PRODUCTS, New York (Arrid deodorant), spot announcements through December on 150 stations in United States. 35 in Canada. Small & Seiffer, New York.

ANACIN Co., Jersey City (headache remedy), transcribed versions of *Easy Aces* in selected markets. Blackett-Sample-Hummert, New York.

LEHN & FINK PRODUCTS Corp., New York (Hinds Honey & Almond Cream), transcribed announcements, evening chain-breaks, 60 stations, starting Oct. 1. Wm. Esty & Co., New York.

THOS. LEEMING & Co., New York (Baume Bengue), transcribed announcements, October and November, 45 stations. Wm. Esty & Co., New New York.

UNITED DRUG Co., Boston (Rexall products), semi-annual one-cent sale spot campaign Nov. 1, 3, 5, and 7. Street & Finney, New York.

HEALTHAIDS Inc., Jersey City (*Journal of Living*, Serutan), quarter-hours and spot announcements, 14 stations. Raymond Spector Co., New York.

Norwich Active

NORWICH PHARMACAL Co., Norwich, N. Y. (Pepto-Bismol, Respamol), to start spot announcement campaign after Jan. 1, 1943, with stations not yet set. Lawrence C. Gumbinner, New York.

OMEGA OIL Co., Jersey City, mid-October to start spot announcements for six weeks in four markets. Cecil & Presbrey, New York.

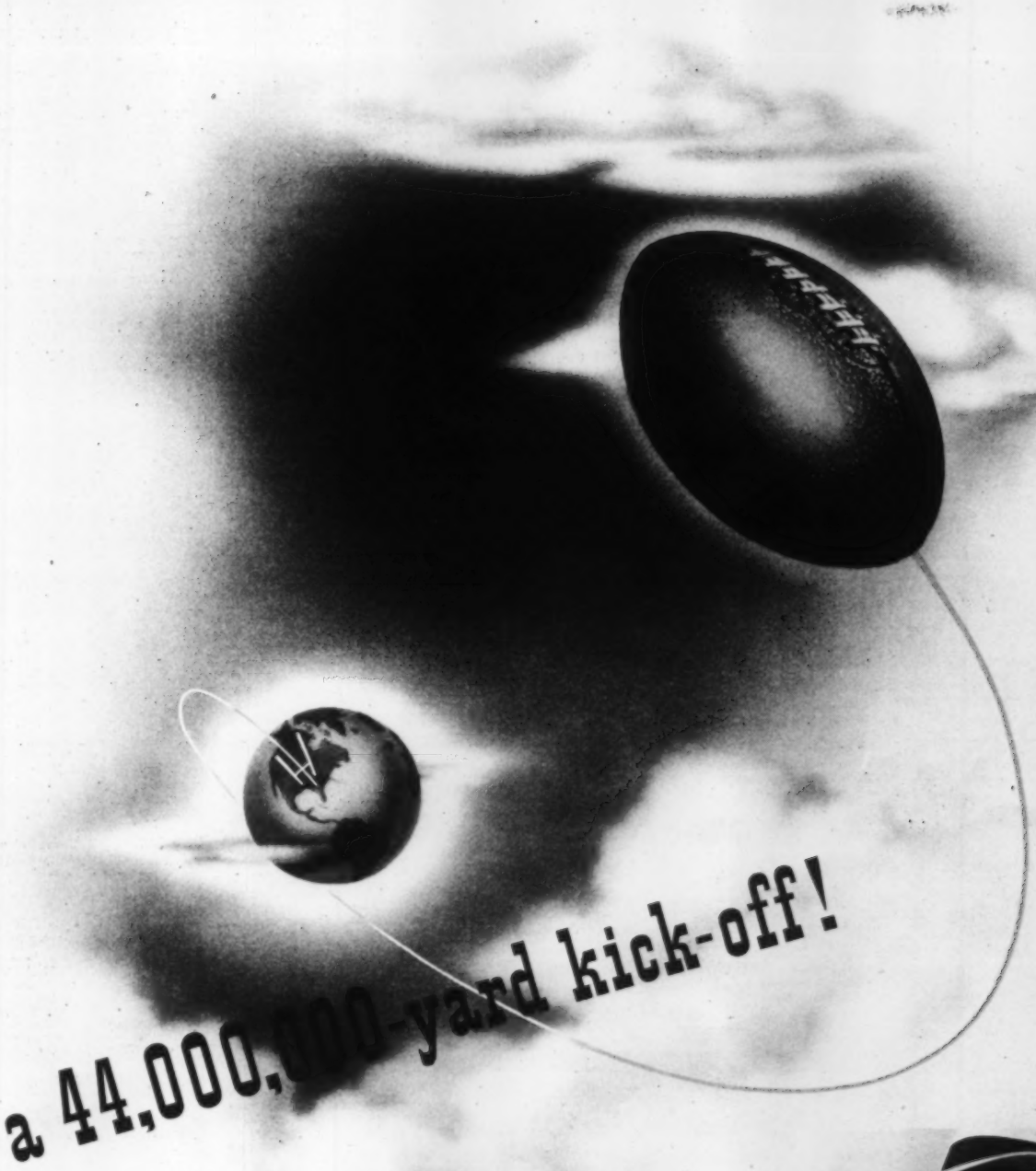
MARYLAND PHARMACEUTICAL Co., Baltimore (Rem, Rel), September through March, five spot announcements weekly, large list of stations. Joseph Katz Co., New York and Baltimore.

ANDREW JERGENS Co., Cincinnati (Woodbury liquid shaving cream), to test spot announcements and programs in four markets. Lennen & Mitchell, New York.

CARTER PRODUCTS, New York (liver pills), starts five-weekly quarter-hour transcribed program on 7 Pacific Coast

PIONEER RADIO EQUIPMENT went back into service when WSB dug out ancient pieces to donate to Atlanta's scrap metal drive. Some of the "radio relics" are shown here as they were presented to service station operator L. W. Trusell. Lorin Myers (left), station promotion director, holds the heavy bronze case of a Western Electric condenser microphone used in 1929; Announcer Tom Downing, carries a Western Electric double-button carbon microphone used when WSB went on the air in 1922.

XUM



a 44,000,000-yard kick-off!

A whistle shrills! It's the kick-off! A football in America soars through the air 44 million yards around the world as tens of millions of fans pack NBC's network stadium!

Every Saturday, when NBC's Bill Stern again broadcasts his vivid, on-the-spot, play-by-play descriptions of the game, he will carry the ball to more NBC rooters than ever—to those millions here in America who are staying home to conserve gasoline and rubber—to our boys in the fighting forces all over the world—a sure bet that NBC's "old-grad" football fans (and the millions more this year) will find the relaxation they need when not "punching the clock" for Vietory.

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

NBC'S BILL STERN. The most popular sports announcer on any network. He won every major popularity poll for a sports announcer held this year—World-Telegram Poll—Radio Daily Poll—Movie Daily Poll—Movie-Radio Guide Poll (with more votes than all other sports announcers combined). Bill's versatility is still further revealed by his outstanding performances on the Army Hour, an NBC Sunday afternoon feature.

FILENE RENEWS *Did You Know* broadcast by WTAG, Worcester, Mass., and Phil Brook, acting chief announcer, and Eileen McGorty celebrate their program's first anniversary with a birthday cake. The results of the first year have brought a 52 week renewal to the five-minute feature aired daily offering hints on kitchen shortcuts and sponsored by William Filene's Sons Co., department store.

stations Oct. 5 for 52 weeks. Same on one New York station. Ted Bates, New York.

PIERCE'S PROPRIETARIES, Buffalo (Favorite Prescription, Golden Medal Discovery), starts live and transcribed announcements 6 to 12 times weekly Oct. 5, using 50 stations for each product. Duane Jones Co., New York.

SEECK & KADE, New York (Pertussin), starts *Singing Neighbor*, transcribed program, and one-minute announcements Oct. 15 for 26 weeks. Station lineup not set. Erwin, Wasey & Co., New York.

MUSTEROLE Co., Cleveland (Musterole), starts live five-minute announcements on a five-weekly basis on 105 United States and 15 Canadian stations in October. Erwin, Wasey & Co., New York.

OLIVE TABLET Co., Columbus (Dr. Edwards' Olive Tablets), will launch a fall and winter campaign on undetermined number of Ohio stations. Further plans still under discussion. Erwin, Wasey & Co., New York.

Vitamin Campaign

MAJOR VITAMINS, New York (Major Brand B Complex Tablets), on Sept. 14 launched campaign on 20 stations, using spot announcements and participations, one to three times weekly, on food and women's interest programs. Grey Adv., New York.

STANBACK Co., Salisbury, N. C. (proprietary), using 15 to 20 transcribed announcements weekly on all New York stations. Agency for New York area, Klinger Adv., New York.

JOHNSON & JOHNSON, New Brunswick, N. J. (TEK Tooth Brushes), using spot broadcasting exclusively. Details not available. Ferry-Hanly Co., New York.

LUDEN'S Inc., Reading, Pa. (cough drugs), launched a 26-week fall and winter campaign Sept. 15, using live announcements on 116 stations. J. M. Mathes Inc., New York.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate toothpaste), started Sept. 25 weekly program of folk songs on WEVD, New York, possibly as a test.

COCILANA Inc., Brooklyn (cough drops), in October and November starts varied schedule of 100-word announcements, quarter-hour news and foreign language program on seven stations in New York, Boston, Philadelphia and Washington. Al Paul Lefton, New York.

VICK CHEMICAL Co., New York (Vatronol, Vaporub), 26-week campaign on New England Regional Network using *Gene and Glenn*, spot announcements and participations on nationwide basis. Morse International, New York.

EX-LAX Inc., Brooklyn (laxative), continues 52-week campaign of spot announcements on large station list, which is unavailable, Joseph Katz Co., New York.

CHAS. MARCHAND Co., New York (Golden Hair Wash), spots in limited number of cities. Joseph Katz Co., New York.

BLOCK DRUG Co., Jersey City (Gold Medal Capsules), quarter-hour transcriptions on Don Lee stations, spot announcements on stations throughout country. J. Walter Thompson Co., New York.

Food Products

SOUTHERN COTTON OIL Co., New Orleans (shortening oils), quarter-hour programs on two New England stations. Tracy-Locke-Dawson, New York and Dallas.

GENERAL BAKING Co., New York (Bond Bread) spot announcements and chain breaks on selected stations in New York and New England areas. Newell-Emmett Co., New York.

LOOSE-WILES BISCUIT Co., Long Island City (Sunshine biscuits), a few spot announcements on regional New England networks. Newell-Emmett Co., New York.

FLAKO PRODUCTS Corp., Milltown, N. J. (pie crust and Flakorn muffins), participations on *Dear Imogene* on WOR, New York. Might add. H. B. LeQuatte Inc., New York.

BEST FOODS Inc., New York (Hellmann's Mayonnaise), extensive use of spot on stations, list of which is not available. Benton & Bowles, New York.

PENICK & FORD, New York (My-T-Fine desserts), one-minute transcribed announcements five times weekly on 27 stations. BBDO, New York. (Brer Rabbit Syrup), daily spots on Mississippi and Texas stations. J. Walter Thompson Co., New York.

QUALITY BAKERS OF AMERICA, cooperative organization of 80 wholesale bakers, placing 20 and 40-second recordings locally on some 35 stations. Direct.

GREENSPAN BROS. Co., Perth Amboy, N. J. (Flagstaff food products), participations on Bessie Beatty's program on WOR, New York. Weiss & Geller, New York.

WARD BAKING Co., New York (bread), spots and participations on 40 stations. J. Walter Thompson Co., New York.

PLANTERS NUT AND CHOCOLATE Co., Wilkes-Barre, Pa. (peanuts), thrice weekly quarter-hour evening news on six stations. J. Walter Thompson Co., New York.

Cereal Series

KELLOGG Co., Battle Creek, Mich. (Pep, All-Bran, and other cereals), using extensive spot campaigns, but station lists not available. Kenyon & Eckhardt, New York.

WESSON OL & SNOWDRIFT SALES Co., New Orleans (oil and Snowdrift), transcribed announcements and participations, stations not available. Kenyon & Eckhardt, New York.

PIONEER ICE CREAM DIVISION, Borden Co. (Reid's ice cream), news on WEAF, New York. Pedlar & Ryan, New York.

A. GOODMAN & SONS, New York (noodles), two participations weekly, WABC, New York, thrice weekly on WJZ, New York. Al Paul Lefton Co., New York.

WM. S. SCULL Co., Camden, N. J. (Minute Man Dehydrated Soups), will launch fall and winter campaign of chain breaks and live spot announcements Oct. 15. Station list not available. Agency (East and Midwest), Compton Adv., New York.

INTERNATIONAL SALT Co., Scranton, Pa. (Sterling Table Salt), started in September on WJZ and New England Regional Network; after Jan. 1 continuing on the latter and adding five eastern and midwestern stations, 26 weeks, using participations on women's programs. J. M. Mathes Inc., New York.

DRYDEN & PALMER, L. I. City, N. Y. (Gravy Master), started participations on two Eastern stations, may use more. Samuel C. Croot Co., New York.

MALTEX Co., Burlington, Vt. (Maltex Cereal), started participations on New England Regional, and three additional stations Sept. 21. Samuel C. Croot Co., New York.

WHEATENA Corp., Rahway, N. J. (Wheatena), continuing twice-weekly news programs on WOR, New York. No further plans at present. Compton Adv., New York.

Macaroni Sponsor

C. F. MUELLER Co., Jersey City (Macaroni), will launch campaign of transcribed announcements in the Eastern area on a more extensive basis than last year, but plans not yet set. Duane Jones Co., New York.

CONTINENTAL BAKING Co., New York (Wonder Bread, Hostess Cake), having completed spring and summer spot campaign, now using only network program. Ted Bates Inc., New York.

NATIONAL BISCUIT Co., New York (Shredded Wheat), has completed a spot campaign on 31 stations, and has no further plans for spot. Federal Adv., New York.

VAN CAMPS Inc., Indianapolis (Tenderoni), now using three to five announcements weekly on 80 stations, and musical and women's programs on 12 stations. Calkins & Holden, New York.

V. LaROSA & SONS, New York (macaroni), participations on women's programs several stations. M. H. Hackett, New York.

GRAHAM Co., New York (Redbow dried grocery products), quarter-hours WOV, to add stations. Blaine-Thompson Co., New York.

IGLEHEART BROS., New York (Swansdown Family Flour), transcribed quarter-hours in West and Midwest. Young & Rubicam, New York.

HILLS BROS. Co., New York (Gingerbread mix), participations on five stations, Biow Co., New York.

CORN PRODUCTS REFINING Co., New York (Kre-Mel dessert), participations on 12 to 15 stations. C. L. Miller Co., New York.

NATIONAL BISCUIT Co., New York (crackers), quarter-hour and half-hour musical and news programs, plus participations on women's programs, 15 stations. McCann-Erickson, New York.

Gasoline, Fuel

CONTINENTAL OIL Co., New York (Conoco Motor Oil), quarter-hour sports or news programs in three test cities. Also one-minute announcements on six stations of Arizona Network during October and November. Tracy-Locke-Dawson, New York.

ESSO MARKETERS, New York (Esso oil and gas), five-minute *Esso Reporter* newscasts on 26 stations in 17 Eastern states. Marschalk & Pratt, New York.

ATLANTIC REFINING Co., Philadelphia (oil and gas), football games on 53 stations in about 13 States during season. N. W. Ayer & Son, Philadelphia.

GREAT EASTERN FUEL Co., Brooklyn (Convert-O-Grate), to use 50 participations weekly on news programs in New York area with current campaign on two New York stations of 100 live announcements weekly on participating basis. Director & Lane, New York.

Publishers

WM. WISE & SONS, New York, New York (Modern Home Physician), five-minute transcriptions and quarter-hour recorded musical programs on 80 stations. Huber Hoge & Sons, New York.

DOUBLEDAY DORAN & Co., New York (Book League of America), using largest campaign in company's history. Participations on women's programs, 19 stations, and participations on five-minute and quarter-hour programs on 28 stations. May add. Huber Hoge & Sons, New York.

READERS DIGEST, Pleasantville, N. Y. (magazine), using spots in selected markets to promote current issues. BBDO, New York.

MacFADDEN PUBLICATIONS, New York (*True Story Magazine*), spot announcements to promote articles in the monthly issues on 40 to 60 stations. Arthur Kudner, New York.

FAWCETT PUBLICATIONS, New York (*True Magazine*), spot announcements averaging 20-30 per month on selected group of stations. Joseph Katz Co., New York.

MARTIN J. POLLAK Inc., New York (Soldiers Souvenir Handybook), spot announcements on 15 stations, also news and music. Emil Mogul Co., New York.

Soap Cleansers

J. B. FORD SALES Co., Wyandotte, Mich. (Wyandotte cleaning products), one-minute transcribed announcements, six stations, 11 weeks, starting Sept. 14. N. W. Ayer & Son, New York.

LEVER BROS. Co., Cambridge (Rinso), *Bob White* transcribed jingles in major markets through early fall. Ruthrauff & Ryan, New York.

PROCTER & GAMBLE Co., Cincinnati (Camay), participations and programs on WNEW and WEVD, New York. Pedlar & Ryan, New York.

PROCTER & GAMBLE Co., Cincinnati (Lava soap), spot announcements on large list of stations, not available. Biow Co., New York.

GRIFFIN MFG. Co., Brooklyn (shoe polish), transcribed announcements, news on 62 stations. Bermingham, Castleman & Pierce, New York.

HECKER PRODUCTS Corp., New York (Jet Oil), one-minute transcribed announcements on 35 stations until Nov. 28. Benton & Bowles, New York.

MANHATTAN SOAP Co., New York (Sweetheart soap), participations, etc. 6 weekly on 70 stations. Franklin Bruck Adv., New York.

BATHASWEET Corp., New York (Bathasweet), reduced to participations on WOR KNX KQW. H. M. Kiesewetter Adv., New York.

OAKITE PRODUCTS, New York (Oakite Cleanser), using participations in three women's programs on 7 Yankee stations, WCAU and WBZ-WBZA, Boston-Springfield. Calkins & Holden, New York.

PROCTER & GAMBLE, Cincinnati, continuing spot announcements and programs for Ivory Bar and Crisco, and spots and chain breaks for Duz. White Laundry spot campaign also continuing, while Ivory Flakes is not being continued. Station line-up not available. Compton Adv., New York.

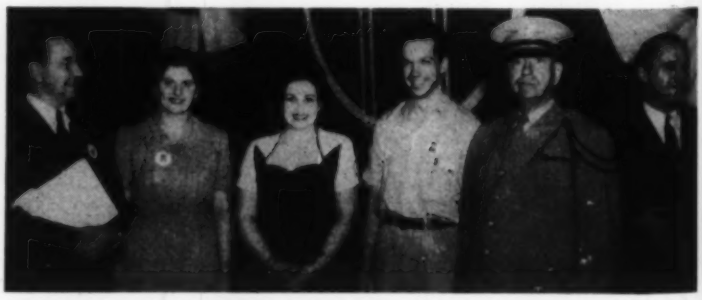
B. T. BABBITT Inc., New York (E. Myers Lye), continuing schedule of transcribed spot announcements on 10 stations in the South and Southwest launched in June. Duane Jones Co., New York.

Tobaccos

CONSOLIDATED CIGAR Co., New York (Harvester Cigars), in September renewed for another 13-week period *Stand by America*, five-minute transcription, 3 to 5 times weekly on 25 stations. Also news

Free Plug

KWK, St. Louis, is getting unexpected coverage from a billboard the station has in Sportsman's Park, home of the St. Louis Cardinals, thanks to the current movie, *Pride of the Yankees*, dealing with the life of Lou Gehrig. Scenes from the picture laid in the St. Louis ballpark, clearly show on the scoreboard in the background the words, "Listen to KWK."



'E' FOR HALLICRAFTER, radio manufacturer now converted to war work, was marked by a special ceremony. Present were (l to r) W. J. Halligan, president; Dolores Yager, company employe; Ruth Dennen, vocalist; Robert Foss, representing the Management-Labor Production Drive Committee; Col. Thomas L. Clark, officer in charge, Chicago Signal Depot, and Raymond W. Durst, sales manager of Hallicrafter.

JOHNNY TIMEBUYER
YOU'VE GOT TO "WATCH" A LOT OF THINGS IN BUYING TIME THESE DAYS – LET ME TELL YOU WHAT I'VE LEARNED ABOUT THE SITUATION IN PORTLAND, OREGON!
NO. 2 IN A SERIES PORTRAYING THE ADVENTURES OF RADIO'S INDISPENSABLE MAN – THE TIME BUYER.
IT'S NEWS THAT KEEPS LISTENERS GLUED TO A RADIO STATION THESE DAYS, AND KEX HAS ALL THREE OF THE LEADING NEWS SERVICES – ASSOCIATED PRESS, UNITED PRESS AND INTERNATIONAL NEWS!
A.P.
U.P.
I.N.S.
KEX HAS DEVELOPED A LOYAL AND RESPONSIVE AUDIENCE – OUT OF A TOTAL OF AROUND $12,000,000 RAISED IN THE NATION-WIDE BLUE NETWORK WAR-BOND SHOW, KEX LISTENERS PLEDGED $1,193,492.00 !
U.S. MAIL
MY! HOW THE ORDERS ROLL IN! KEX IS THE ONLY OUTLET IN THIS AREA FOR THAT BOOMING, ZOOMING BLUE NETWORK WHICH HAS SET THE PACE THIS FALL FOR THE RADIO INDUSTRY!
A.P.
KEX, WITH ITS 5,000 WATTS DAY AN' NIGHT, CARRIES YOUR SALES-MESSAGE TO LISTENERS THROUGHOUT THE ENTIRE RICH MARKET AREA OF OREGON AND SOUTHERN WASHINGTON! THAT'S WHERE COVERAGE COUNTS!
WASH.
OREGON
WHEN IT COMES TO PICKIN' OUT CHOICE PERIODS, KEX IS THE TIME-BUYERS DELIGHT – YOU HIT TH' JACKPOT FOR THE ADVERTISER EVERY TIME!
QUARTER HOURS BETWEEN NET SHOWS
DAY PERIODS
AFTERNOON PERIODS
CHOICE SPOTS
NIGHT PERIODS
FOR AVAILABILITIES, SIMPLY WRITE OR WIRE STATION KEX – PORTLAND, OREGON. BETTER YET, JUST GRAB TH' PHONE AND CALL YOUR NEAREST PAUL H. RAYMER OFFICE!
KEX
"THE VOICE OF THE OREGON COUNTRY"
PORTLAND, OREGON

period on WOR, N. Y. Erwin Wasey & Co., New York.

BENSON & HEDGES, New York (Virginia Rounds), having tested news programs in the early part of the year, in the New York, West and Midwest areas, now using only network news program. May use spot, but doubtful. Duane Jones Co., New York.

GENERAL CIGAR Co., New York (Van Dyk Cigars), for fall and winter sponsoring *Answer Man* on WGN, Chicago, live, with transcribed versions twice-weekly on 8 Midwest stations. Federal Adv., New York.

LARUS & BROS., Richmond, Va. (Edgeworth Pipe Tobacco), five transcribed announcements weekly on 35 stations throughout the country. Warwick & Legler, New York.

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes), quarter-hour programs, WOR, New York. McCann-Erickson, New York.

P. LORILLARD Co., New York (Old Gold cigarettes), baseball-football, WHN, New York. Some spot announcements in selected markets. J. Walter Thompson Co., New York.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Julep cigarettes, Willoughby Taylor tobacco), having substantially increased its spot broadcasting in August, now using quarter-hour news programs three-times weekly on 15 major markets and continuing for indefinite period. H. M. Kiesewetter Adv., New York.

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Malls), using spot announcements on five New York stations and participations on 27 additional stations, on a varying basis. Transcribed commercials. Ruthrauff & Ryan, New York.

Wearing Apparel

BOND STORES, New York (chain stores, men's clothing), continuing to use partly news and partly musical clock programs (quarter-hour) on 36-37 stations six-times weekly, having renewed for another 13-week cycle in September. Neff-Rogow, New York.

MELVILLE SHOE Corp., New York (Thom McAn Shoes), currently using news program on one N. Y. station, not contemplating further radio due to leather situation. Neff-Rogow, New York.

CASE CLOTHES, Lewis Apparel, Western Clothes, Worth Clothes, New York (chain stores, men's clothes), using transcribed announcements on 50-60 stations for 6-week periods at intervals. Frank B. Sawdon Adv., New York.

TRIMOUNT CLOTHING Co., New York (Clipper Craft Clothes), former user of spot broadcasting, now confined to network program. Emil Mogul Co., New York.

O'SULLIVAN RUBBER Co., Winchester, Va. (rubber heels & soles), 10-week fall and winter campaign, transcribed announcements, 3-4 times weekly on 40 stations, starting Nov. 21. Bermingham, Castleman & Pierce, New York.

HOWARD CLOTHES, New York (men's clothes), participations WNEW, New York, totaling 5 hours weekly, all live programs. Redfield-Johnstone, New York.

NATIONAL SHOE STORE Co., New York, although in March reported to be doubling radio advertising, now using only three New York stations, and has no further plans. Emil Mogul Co., New York.

BARNEY CLOTHES, New York (men's clothes), continues participations and spot announcements on five New York and New Jersey stations through fall and winter.

ADLER SHOES, New York (men's shoes), participations WJZ WOR and 14 spot announcements weekly WQXR, to expand late this fall. Consolidated Adv., New York.

Miscellaneous

ROYAL LACE PAPER WORKS, Brooklyn (paper doilies), Oct. 1 starts participations on women's programs three to five times weekly in 16 markets. Lawrence C. Gumbinner, New York.

COOPERATIVE LEAGUE OF U.S.A., New York, transcribed quarter-hour program, *Let's Get Together, Neighbor*, to start first two weeks in November, 24 stations. Atherton & Currier, New York.

OYSTER SHELL PRODUCTS Co., New Rochelle, N. Y. (live stock supplies), to use spot announcements on 35 or 40 stations. Cecil & Presbrey, New York.

NORTH AMERICAN ACCIDENT INSURANCE Co., Newark, fall and spring campaign of five-minute and quarter-hour live programs on 25-30 stations. Franklin Bruck Adv. Corp., New York.

JOHNSON & JOHNSON, New Brunswick, N. J. (Red Cross surgical dressings), spot announcements, six to 10 times weekly 74 stations. Young & Rubicam, New York.

EX-JAP PRISONER W. R. Willis (left), newspaperman and former CBS Tokyo correspondent, has joined the news department of KMOX, St. Louis following his repatriation on the exchange ship *Gripsholm*. With Francis P. Douglas, station news director, he is planning his special interpretations of Far Eastern news.

DR. HESS & CLARK, Aashland, Ohio (poultry remedies), five-minute transcriptions, *Smilin' Ed McConnell*, 19 stations, 52 weeks. N. W. Ayer & Son, New York.

SAVINGS BANK ASSN. of the State of New York, participations on women's programs on about 10 New York stations. Ruthrauff & Ryan, New York.

PERSONAL FINANCE Co., Newark (loans), spot announcements and five-minute programs on some 40 stations. Al Paul Lefton, New York.

E. FOUGERA & Co., New York (Magitex dog bath), spots on two stations. Bermingham, Castleman & Pierce, New York.

POSTAL TELEGRAPH Co., New York, spots on 60 stations. Biow Co., New York.

BULOVA WATCH Co., New York, time signals on 260 stations. Biow Co., New York.

LONGINES-WITTNAUER WATCH Co., New York, time signals continue on stations throughout country. Arthur Rosenberg Co., New York.

GRUEN WATCH Co., New York, time signals, news programs, 25 stations. McCann-Erickson, New York.

NATIONAL BISCUIT Co., New York (milk bone dog food), spot announcements, 23 stations. McCann-Erickson, New York.

AMERICAN INDUSTRIES Salvage Committee, New York (scrap metal), spot announcements, 220 stations. McCann-Erickson, New York.

Holiday Campaign

RECORD GUILD OF AMERICA, New York (Christmas gift records), starts one and five-minute recordings on stations in communities where records on sale, Oct. 12-Dec. 24. After Christmas, will launch similar campaign for children's records. H. A. Salzman Inc., New York.

MARLIN FIREARMS Co., New York (razor blades), continuing campaigns of spot announcements and participations on stations throughout the country. Will probably resume in Oct. schedules on 30 stations, cancelled for September, but depending on steel situation. Original schedule, 60 stations, using conservation theme. Craven & Hedrick, New York.

COOPER SAFETY RAZOR Corp. Brooklyn (razor blades), has started daily announcements on WEBR, and will use stations in major eastern and midwestern markets, as yet undetermined, to stress care and conservation of blades. Heffelfinger Agency, New York.

AMERICAN SCHOOL, Chicago (home study courses), launched a fall campaign Aug. 31, using five-minute and quarter-hour news and music programs on 53 stations or more. Equity Adv., New York.

JOSEPH DIXON CRUCIBLE Co., Jersey City (Ticonderoga pencils), continuing transcribed spot announcements, about five-times weekly on WOR WLW WLS KHJ. Federal Adv., New York.

BELGIAN INFORMATION CENTER, New York (*News from Belgium* bulletin), in a campaign launched July 13, now using about 14 stations for participations in news, music and women's interest programs, from three to five times weekly, and likely to continue thru winter. Largely in Mid-Western area. Albert Frank-Guenther Law, New York.

LOS ANGELES

By DAVID GLICKMAN

DESPITE the fact that West Coast broadcasters and station representatives express a feeling of optimism on fall spot broadcasting, an undercurrent of pessimism, never before sensed, prevails among agency account executives in that area.

With advertisers delaying campaigns because of wartime problems, many an agency executive is chary of making any long-range predictions. Following a middle-of-the-road policy, they recognize that most anything can happen, and with tongue in cheek many refuse even to hazard an opinion.

Hope is expressed, however, that smart West Coast advertisers will profit by the experience of the last war when firms which either quit advertising or cut budgets to the bone, lost leadership in their respective fields after peace was declared.

Agency Worries

Conversation by most West Coast agency men is tempered with reservation. Several stated that clients, at the moment, were uncertain of advertising plans, although conservative spot campaigns have been mapped. Two well-known West Coast agencies, in off-the-record conversation, declared that with gasoline rationing, they might be out of business by late fall.

Servicing petroleum as well as other accounts effected by the war and its multiple problems, they are considering closing shop for the duration. Faced with manpower shortage to carry on, other Pacific Coast agencies have expressed similar opinions. Still others contacted express enthusiasm on fall activities of clients and are scheduling early spot campaigns which will take contracts through the winter months.

Station executives and representatives base their optimistic prophesies on commitments on hand and knowledge of campaigns scheduled to start, both regional and national, as well as local. Many accounts are long-term renewals, with others scheduled for short or seasonal campaigns. Judging from reports gleaned during this survey, spot business more than held its own during the past summer months on the West Coast.

Stations that feared a drop in revenue were delightfully surprised, with spot placements running well ahead of 1941. With a heavy backlog of contract to start the fall season, they see no indication of a drop in overall business for the last quarter of 1942 at least. Several major stations in the West Coast area report that they will start the fall season with "tight schedules", while others declare that "choice time" is gone. A great percentage of this business is national.

It was pointed out that direct mail accounts will provide an active source of revenue. Life insurance accounts too are perking up, and from all indications will be heavy users of West Coast radio time this fall and winter. There is also stimulated markets for cleansers, cosmetics, vitamins, magazines and a variety of breakfast and other food as well as drug products. Then too there are many religious accounts placing from the West Coast and Los Angeles in particular.

There are many problems of manufacture, packaging and distribution, plus priority and quota, that have slowed up various West Coast advertisers. But this, according to broadcasters and station representatives, is no indication that firms will not follow through on proposed radio campaigns once these problems are solved.

Many accounts currently on the air, which started in early spring with spot campaigns, will utilize their radio time to introduce new products, carrying schedules through Christmas. In some instances they plan to increase efforts during the holiday season with additional spot.

Then, too, certain West Coast advertisers, going through a transition, have decreased their radio advertising for the time being, but still maintain schedules to keep firm names before the consumer. These manufacturers are turning to new means to keep factories going and with new products on the markets will again increase activity.

Wartime Boom

As a whole, national advertisers recognize the West Coast as bonanza territory due to the influx of wartime industry workers who comprise an untapped market. That particular surface has only been scratched. It must be remembered that there are more than 250,000 workers employed by the Pacific Coast aircraft industry alone, with new personnel being added daily.

Defense stimulus to business is creating more jobs and the full impact has not yet been felt. Local payrolls are higher than ever before. Lower income bracket employes can now afford many purchases than they have been able to make in previous years. The public is also buying better quality merchandise and more of it. As result, the Pacific Coast is reaping a harvest from new money expended through war effort activities.

Station representatives are going in for creative selling—developing new accounts and reselling old ones that have been out of radio for some time. They are also concentrating on firms not radio minded but having products not on the air. As result there will be several new names on the air this fall.

Still unsettled are plans of the petroleum industry on the West Coast. With gasoline rationing scheduled to go into effect soon, oil company executives and agencies handling accounts have made

XUM

WOMEN ON THE MARCH!

*Today, Philadelphia women are on the march! They are parading into department stores . . . grocery stores . . . drug stores . . . apparel stores . . . any store where merchandise is for sale. 1942 retail sales will show a 189 million dollar increase over 1941 if sales continue at their present rate. Are you sharing in this tremendous business boom? *** The effective, economical way to reach this rich buying audience is to use WCAU, Philadelphia's ONLY 50,000 watt, non-directional radio station. To make your advertising messages go further and do more work we offer this suggestion . . . use WCAU.*

WCAU

Philadelphia

50,000 WATTS IN ALL DIRECTIONS

● AN AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

no announcements on future radio advertising plans. When it comes to pass, agency account executives venture the opinion that they will concentrate on public service programs.

GENERAL PETROLEUM Corp., Los Angeles (Mobilgas, oil), through Smith & Drum, that city, cancelled its weekly half-hour news dramatizations, *I Was There*, on CBS West Coast stations. Firm on Sept. 28 started sponsoring Raymond Gram Swing on BLUE West Coast stations, Monday through Friday, 7-7:15 p. m. (PWT).

UNION OIL CO., Los Angeles (gas, oil), through Lord & Thomas, that city, also dropped its five-weekly quarter-hour news analyst, Nelson Pringle, on CBS West Coast stations.

CALIFORNIA LIMA BEAN Growers Assn., Oxnard, Cal. (cooperative), through J. Walter Thompson Co., Los Angeles, and new to radio, is considering a national spot campaign for fall.

CALAVO GROWERS of California, Los Angeles (avacados), which formerly used participation programs as well as national spot in seasonal campaign, is mapping plans for fall. Agency is J. Walter Thompson Co., Los Angeles.

GOLDEN AGE Corp., Los Angeles (macaroni), out of radio for sometime, in a 26-week campaign started Sept. 13 is using 28 time signal announcements weekly on KECA, that city. Other West Coast spot radio is contemplated, with placement through Brisacher, Davis & Staff, Los Angeles.

LATA WINERY Co., Dinuba, Cal. (Lata, St. Charles wines), new to radio, in early October is scheduled to start a spot announcement campaign in the Southern California area utilizing Los Angeles stations and continuing through the Christmas holiday season. Barton A. Stebbins Adv., Los Angeles, has the account.

SOIL-OFF MFG. Co., Glendale, Cal. (cleanser), in a 52-week campaign started Sept. 7 is sponsoring a thrice-weekly quarter-hour newscast on KFBB, Great Falls; KGVO, Missoula; KOA, Denver; KOB, Albuquerque; KFBC, Cheyenne. Firm also sponsors a thrice-weekly 10-minute newscast, *Soil-Off News*, on 6 CBS Pacific Coast stations, (KNX, KQW, KARM, KOIN, KIRO KROY), Tuesday, Thursday, Saturday, 5:45-5:55 p. m. (PWT), with KOY KTUC added to the station list on the first two days, as of Sept. 29.

BENEFICIAL CASUALTY Co., Los Angeles (life insurance), through Stodel Adv. Co., that city, plans to expand its schedule on the West Coast. Firm currently sponsors from one to six times weekly, a five-minute transcribed news program, *Behind the Headlines*, on 12 Pacific Coast stations. List includes KOMO KJR KFRC KGO KSAN KLX KECA KMPC KFWB KFVD KFEL KPAS.

Auto Accessories

PEP BOYS OF CALIFORNIA, Los Angeles (auto accessories), directing its commercials to war industry employes, in addition to an early morning quarter hour newscast on KECA, that city, currently sponsors a similar type of evening program on that station. Nightly quarter-hour newscasts are also sponsored on KFI, Los Angeles; KFOX, Long Beach, KFXM, San Bernardino; KFSD, San Diego, with all contracts on a 52-week basis. Milton Weinberg Adv. Co., Los Angeles, is the agency.

KIP Corp., Los Angeles (sunburn ointment), in a California campaign is sponsoring 12 transcribed one-minute announcements weekly on KRKD, that city, and KJBS, San Francisco. Daily spots are also being used on KFAC, Los Angeles and KPAS, Pasadena. Placement is through Phillip J. Meany Co., Los Angeles.

PROGRESSIVE CIRCULATION Co., Los Angeles (*Farm Journal* magazine), which started in early September using an average of five weekly one-minute live announcements and participations in farm programs on 14 stations nationally, will expand the list to include other outlets. Current list includes WSAZ KFKX KBKR KELA KENO KSFO KWJJ WFIC KSOO WJAG KFBI KWIL WDZ WKBH. Clarence E. Juneau Agencies, Los Angeles, has the account.

McMAHAN FURNITURE Co., Santa Monica, Cal., with 15 retail stores in the Southern California area, and placing direct, sponsors a daily quarter-hour early morning commentary featuring Fleetwood Lawton, news analyst, on KFI and KECA, Los Angeles. In addition transcribed versions are sponsored six times weekly on KERN, Bakersfield, and KMJ, Fresno. Firm also uses weekly participation in Ecos Acoreanos, a Portuguese language program on KGER, Long Beach, and through local store tie-ins utilizes other stations in the Southern California area. J. W. Shafer is advertising manager.

BEKINS VAN & STORAGE Co., Los Angeles, which stores and retails furniture through 33 warehouses in California, Washington and Oregon, currently has a spot schedule on a group of West Coast stations, utilizing two and three announcements weekly on KGB KFSD KQW KNX KOIN KHQ. In addition the firm sponsors thrice-weekly, Harry W. Flannery, news analyst, on CBS Pacific Coast stations, Monday, Wednesday, Friday, 5:30-5:45 p. m. (PWT). Account is serviced by Brooks Adv. Agency, Los Angeles.

LYON'S VAN & STORAGE Co., Los Angeles (moving, storage), placing through BBDO, Hollywood, is using from two to five live and transcribed announcements as well as program participations on eight California stations, and will add to the list during fall. Stations are KNX KMJ KMJ KTMS KSFO KPAS KIEV KFI.

FOREMAN & CLARK, Los Angeles (men's clothing chain), supplementing its six-weekly quarter-hour early morning newscasts on six Pacific Coast stations, plus WHR, Kansas City, in a fall campaign which started Sept. 10 and continues through three months, is using daily spot announcements in those major markets. Agency is Rotsford, Constantine & Gardner, Los Angeles.

LOS ANGELES SOAP Co., Los Angeles (Scotch soap), placing through Raymond R. Morgan Co., Hollywood, will continue to use five spot announcements weekly on nine stations in the West. List includes KFI KOY KTUC KSUN KROD KMJ KFSD KGMB KHBC, with contemplated additions during late fall and early winter. Firm for its White King soap is continuing a schedule of five spots per week as well as program participations on KGGM KGIR KFPA KRRM KDFN KOA KGHL KIDO KGEZ KMED KROD KHQ.

Other Accounts

L. B. LABS., Hollywood (hair oil), through Glasser-Gailey & Co., Los Angeles, with thrice-weekly participation in *Listen to Linkletter* on KSFO, San Francisco, and daily participation in Defense Worker's Jamboree on KFMB, San Diego, will expand to other markets in early fall.

MODE O' DAY Corp., Los Angeles (women's apparel), with local store tie-in, using spot time on stations in the 11 Western States, plans an added campaign for Christmas business. Firm also sponsors a weekly ten-minute program, *Mode O' Day News* on 11 CBS Western stations, Sunday, 5:45-5:55 p .m. (PWT), with placement through Glasser-Gailey & Co.

COLONIAL DAMES Corp., Los Angeles (cosmetics), depending upon market conditions and inventory, plans expansion of its present spot campaign to include other western stations during mid-fall. Firm uses 30 to 40 spot announcements and program participations weekly on KMJ KFVD KFMB KRFC KSFO. This is in addition to a weekly five-minute narrative, *Find the Woman*, on 8 CBS Western stations, Friday 9:55-10 p. m. (PWT). Glasser-Gailey & Co., Los Angeles, also handled the account.

CHEMICALS Inc., San Francisco (Vanowoodwork cleanser), on Sept. 21 started sponsoring a thrice-weekly quarter-hour program, *Funny Money Man*, on KPO, that city, and renewed participation six times per week in the combined *Sunrise Salute* and *Housewives Protective League* on KNX, Hollywood. Firm uses twice-weekly participation in the *Marjorie Mills* home economic program on 9 Yankee Network stations; *Home Makers Club* on WOL, Washington, and similar programs on WIBG, Philadelphia and KOA, Denver, with spot announcements on KQW KOIN. Other spot radio is contemplated. Agency is Botsford, Constantine & Gardner, San Francisco.

CALIFORNIA FRUIT GROWERS Exchange, Los Angeles (Sunkist oranges, lemons), supplementing the thrice-weekly quarter-hour CBS *Hedda Hopper's Hollywood*, will follow its usual procedure with a series of spot campaigns in selected markets. Firm is including spot radio in its $800,000 appropriation to advertise lemons during the 1942-43 season, and station list is now being discussed. Agency is Lord & Thomas, Los Angeles.

SEARS ROEBUCK & Co., Los Angeles, is becoming a more consistent user of radio time, going in for extensive schedules of spot time for various sales in its Southern California stores. Agency is the Mayers Co., Los Angeles.

SAN FRANCISCO

By J. CLARENCE MYERS

FROM ALL indications business has adjusted itself to the war situation, has molded its merchandising and advertising into the current picture, leaped many of the production hurdles and has settled down to do something constructive in radio selling.

The result will be a notable increase in radio billings for the fall season over summer and spring, with the majority now on the air continuing or increasing their budgets and a number of new radio users joining the fold.

That is the concensus of a score of radio timebuyers and agency executives in the San Francisco Bay area.

Advertisers, they agree, who experienced war jitters for a few months after the outbreak of the conflict, plus innumerable production problems, were faced with many perplexing problems with many of them shaving their advertising budgets or pulling in their horns for some watchful waiting. That era is past. Business has turned the corner and is in an upward direction.

The San Francisco Bay region, with its vast shipyards and other war industries humming 24 hours a day, seven days a week, has brought tens of thousands of ready buyers to this section. The increasing difficulties in getting plates for engraving work, printing and paper for printed advertising, are proving beneficial to radio.

Biggest in History

From all sides agencies reported increased billings for the fall. Common comment was that this season's radio billing would be the biggest in the history. While many new accounts have already committed themselves to radio contracts, still many others are contemplating the medium, with a number of the agencies working on more radio prospects than ever before.

McCann-Erickson and Erwin-Wasey each reported from their San Francisco offices that the 1942-1943 radio season is well on its way to being an all-time high in their respective agencies.

There will be notable increases in radio advertising of bread accounts, wines, beer, food products, soft drinks and mixers, soap and milk in the San Francisco area. The greatest increase, perhaps, is that of the wine accounts, with three of the largest radio buyers, Roma Wine Co., Italian-Swiss Colony and Petri Wine Co., all increasing their air time for the fall and winter seasons. Beer, usually seasonal, too, is holding up during the fall, with Acme, Lucky Lager and others carrying heavy schedules.

Of 61 radio accounts reported in the San Francisco Bay district, 26, or nearly half, have either just recently increased their radio billing or will increase it during the autumn months. A few of them have just returned to the air following a summer lay-off.

There are only rare instances where an account will fail to continue on the air during this season. Among these were Yellow Cab, second hand automobile dealers and advertisers of such other commodities that come under rationing or priorities.

Most California stations will benefit from the political contests and some are reaping new business from various public utilities in their campaign for additional employes. Some of the Government agencies, too, have placed business through various advertising agencies in recruiting for skilled workers in many lines. Shipyards have spent considerable sums for such workers.

PSYCHOLOGICAL LIFT for news announcers of KROW, Oakland, is provided by a grinning, bucktoothed nip drawn on the gong which newscasters strike before each broadcast. As they smack the grinning face, studiomen go about their job with a sense of accomplishment, and a fresh reminder that a slip of the tongue is liable to reach the big ears of the enemy. Idea is credited to Scott Weakley, conductor of *Man On the Street program.*

Par Soap Active

PAR SOAP Co., Oakland, is using a quarter-hour twice weekly on the Galen Drake *"Housewives' Protective League"* on the CBS Pacific Coast network and the CBS stations in Arizona and Montana. In addition it is using spot announcements on about eight stations in the West. Plans to continue with this schedule through the fall. Agency is Tomaschke-Elliott Adv. Agency, Oakland.

KEY SYSTEM TRANSPORTATION Co., Oakland, (bus), is using spot announcements on a number of San Francisco bay stations to recruit workers for the company. Agency is Tomaschke-Elliott Adv. Agency, Oakland, Cal.

GOLDEN STATE MILK Co., San Francisco (Golden-V Vitamin Milk) will continue with its heavy radio schedule during the autumn. Currently it is using Phil Stearns' newscasts three times weekly on KFRC, San Francisco; participation on Galen Drake's *Housewives Protective League* on KQW and KNX six times weekly; news and home economics participations on KFBK, KWG and KFRE and live and transcribed spot announcements on a number of stations throughout California. Agency is Ruthrauff & Ryan, San Francisco.

LANGENDORF UNITED BAKERIES, San Francisco, currently using *Red Ryder* on the Blue Network on the Pacific Coast three times weekly and transcribed and live spot announcements on stations throughout the Pacific Coast area, plans to increase its coverage by adding KEX, Portland, Ore. to the Blue stations releasing *Red Ryder* in the next few weeks. The remainder of the schedule will remain

"Gave proof through the night..."

Perhaps it happened to *you* . . . that you awoke in the small hours of the night, and could not sleep again.

It was the war. You could not sleep for thinking. The Japs in the Aleutians . . . the fears and doubts. The worry that our American way of life might be forever conquered and forever lost.

You snapped on the radio by your bed . . .

And there, out of the heart of the darkness, *America* spoke!

"This program came to you from Los Angeles," said the radio. And you thought of the *size* of America—of its vast distances curving under the night. You thought of the *unity* of America—of 130 million Americans linked each to each through this triumph of American ingenuity.

An announcer asked you to try a certain toothpaste. And you thought of the *freedom* of America—where you are asked, not *told*, to buy things. Where *your* freedom of choice still rules our democracy.

"We hope you like this program," said the radio. And that, too, said something you had never realized before. That the whole American way of life—of which broadcasting was only a part—was built on giving you what *you* want. Not what some *dictator* wants to give you!

That is why—in the midst of turning out radio equipment for the armed forces of the United Nations—RCA is still proud of the peacetime equipment which has made American broadcasting.

For here is a force we did not have in the last war—a *uniting* force, an *enlightening* force—a force that through 48 states has become the voice of America herself, saying:

"Be of good cheer. Have courage. *We are all together . . . and our flag is still there!*"

BUY U.S. WAR BONDS

RCA BROADCAST EQUIPMENT

RCA MANUFACTURING COMPANY, INC., CAMDEN, N. J.

the same during this season. Agency is Ruthrauff & Ryan, San Francisco.

ASSOCIATED DENTAL SUPPLY Co., San Francisco, using Fulton Lewis jr., on Southern California stations, recently increased its radio and is using in addition spot announcements on a number of stations in Northern California and the Pacific Northwest. Agency is McCann-Erickson, San Francisco.

CALIFORNIA CROWN SUGAR GROUP, San Francisco (beet sugar), has considerably enlarged its radio schedule for the fall season. It is using home economics participations on a number of additional stations both in Northern and Southern California. Agency is McCann-Erickson, San Francisco.

CALIFORNIA PACKING Corp., San Francisco (food products), will continue its radio advertising in the New York market via Martin Block's *Make Believe Ballroom*, which it has been using for several years. Agency is McCann-Erickson, San Francisco.

DWIGHT EDWARDS Co., San Francisco (Nob Hill coffee), will continue its schedule of spot announcements in a number of major markets in the country. Agency is McCann-Erickson, San Francisco.

GENERAL BREWING Corp., San Francisco (Lucky Lager Beer), currently is using *Lucky Lager Dance Time*, two-hour recorded program released nightly on a Los Angeles and San Francisco station and is adding a Fresno station, which is releasing the same feature. In addition the advertiser is using a spot announcement campaign on stations in the Sacramento and San Joanquin areas of California. Agency is McCann-Erickson, San Francisco.

GLOBE MILLS, Seattle (flour), will continue its participations in the Galen Drake *Housewives' Protective League* on CBS stations through the fall-spring season. Agency is McCann-Erickson, San Francisco.

Utility Active

PACIFIC GAS & ELECTRIC Co., San Francisco (public utility) is using *The Evening Concert*, two hour recorded program of classical music, seven nights a week on KYA, San Francisco, and plans to continue. Program recently celebrated its third anniversary on the air. Agency is McCann-Erickson, San Francisco.

SOUTHERN CALIFORNIA GAS Co., Los Angeles (public utility) plans to continue through the year its two-hour (*recorded*) symphony program six nights weekly on a Los Angeles station. Agency is McCann-Erickson, San Francisco.

SOUTHERN COUNTIES GAS Co., Los Angeles (public utility) currently is using a two-hour recorded symphony concert six nights a week on a Los Angeles station and plans to continue. Agency is McCann-Erickson, San Francisco.

ROMA WINE Co., San Francisco recently started *News, Faces & Places* with Mel Venter and Phil Stearns on the Mutual-Don Lee network. During the next few weeks this feature will be extended to other parts of the country and in addition the advertiser is spotting local newscasts in various other areas. Roma plans a vast radio expansion during the fall and winter. Agency is McCann-Erickson, San Francisco.

O'CONNOR, MOFFATT & Co., San Francisco (department store) is using Phil Stearns' newscasts five times weekly on KFRC, San Francisco, participations on KQW's *Open Until Nine* program and spot announcements on three other San Francisco stations. It may increase its radio for the forthcoming holiday season. Agency is Ruthrauff & Ryan, San Francisco.

AMERICAN POWER & LIGHT SUBSIDIARIES, Seattle, (public utility) is using *Northwestern Neighbors*, half-hour live talent program on a Seattle station, which surveys show holds nearly 50% of the listening audience. It will continue through the fall and winter season. Agency is McCann-Erickson, San Francisco.

MARIN DAIRYMEN'S MILK Co., San Francisco (Marin-Dell milk), in August renewed for 52 weeks its seven year old program *Budda's Marin-Dell Amateur Hour*, weekly hour program on KFRC, San Francisco. Agency is R. W. Byrne Adv., San Francisco.

Standard Oil Shift

STANDARD OIL Co., San Francisco, on Sept. 27 shifted the *Standard Symphony Hour* from the Mutual Don Lee network on the Pacific Coast to the NBC network (KPO, KFI, KMJ, KGW, KOMO, KHQ) and is heard one hour weekly. On Oct. 15 Standard will return the *Standard School Broadcasts* to the NBC network, this season adding stations in Arizona and Utah for a weekly half-hour broadcast to 4,700 schools. Standard has been presenting these two programs for 15 years on the Coast. In addition Standard this fall will use time signal spot announcements on a number of stations throughout the Pacific Coast area. Agency is BBDO, San Francisco.

WINSTON CHURCHILL? Guess again! WIL, St. Louis, boasts Churchill's double in the person of Bud Wildy, station libararian. People on the street stop, amazed at the striking resemblance.

PIONEER BEVERAGE Co., Oakland, Cal. (Golden Bridge Punch) new to radio, recently started a spot announcement campaign on a number of stations in the San Francisco Bay area and plans to continue through the autumn. Agency is Ryder & Ingram, Oakland, Cal.

FRIEDMAN PAINT Co., Oakland, Cal. (wholesale paints) new to radio, recently started a fall spot announcement campaign on several San Francisco stations. Agency is Ryder & Ingram, Oakland, Cal.

MOTHER'S CAKE & COOKIE Co., Oakland, has just started for the fall season a thrice-weekly quarter-hour newscast on KPO, San Francisco. Agency is Emil Reinhardt Adv., Oakland.

AVOSET Inc., San Francisco (whipping cream) is using transcribed spot announcements in a test campaign on four Portland, Ore., stations and home economics participations on the fifth station. In addition it is using transcribed spots on the two Honolulu stations: KINY and KFAR, Alaska; HP5G-HOA-HOP in Panama. It plans to continue this schedule in the fall and has just added KOH, Reno to the list. Agency is Botsford, Constantine & Gardner, San Francisco.

STRYKERS SOAP Co., San Francisco (1-2-3 Cleanser—household cleanser) which recently started a test campaign on two stations in Fresno, Cal., will continue this schedule of transcribed spots and home economics participations during the fall. Agency is Botsford, Constantine & Gardner, San Francisco.

PETER PAUL Inc., Naugatuck, Conn. (Mounds & Dreams candy bar, Ten Crown gum) off the air during the summer, returns to the air October 5 on five CBS stations in California with a ten minute newscast "Bob Garred Reporting" Monday through Friday. Agency is Brisacher, Davis & Staff, San Francisco.

Bank on the Air

KILPATRICK BAKERIES, Oakland, and San Francisco, is using *The Lone Ranger* thrice weekly on KFRC, KDON, KGDM and spot announcements over a number of stations in Northern California. Plans to continue this program for the fall. Agency is Emil Reinhardt Adv., Oakland.

CENTRAL BANK OF OAKLAND, Oakland, is using spot announcements on KMYC, Marysville, Cal., to advertise its Marysville branch and will continue through the fall. Agency is Emil Reinhardt Adv., Oakland, Cal.

ITALIAN-SWISS COLONY, San Francisco (wines), currently is sponsoring Fulton Lewis, jr. on three stations in California and Utah; and on one each in Arizona and Missouri twice-weekly but will increase that frequency to thrice-weekly during the fall season. In addition the sponsor is using spot announcements on a scattered schedule. Agency is Leon Livingston Adv., San Francisco.

ALPINE COFFEE Co., San Francisco, previously only a spasmodic user of radio, just recently started a quarter-hour participation on *Breakfast at Sardi's* on the BLUE in California and Oregon on Wednesdays and Saturdays. Agency is Leon Livingston Adv., San Francisco.

SEVEN-UP BOTTLING Co., San Francisco (7-Up), is using spot announcements and participations on six stations in Northern California just recently having increased its radio in this area considerably. More stations and time have been added to the radio schedule for the fall. Agency is Rhoades & Davis Adv., San Francisco.

Girard's to Remain

COOK PRODUCTS Corp., San Francisco (Girard's French Dressing) is using *The Little Show* with Ray Lewis, quarter-hour weekly network program on KHJ and KFRC. Although radio is usually curtailed during fall and winter months when fewer fresh vegetables are available, account plans to remain on the air through the year. Agency is Rhoades & Davis Adv., San Francisco.

DENALAN Co., San Francisco (dental plate cleanser), which last spring used the Don Lee network in California, but dropped off during the summer, probably will resume its radio activities again this fall. Agency is Rhoades & Davis Adv., San Francisco.

DR. B. L. CORLEY, San Francisco (health foods), currently using a quarter-hour transcribed program on KGA, KMPC, KSFO and the Iowa Network, plans to expand its radio considerably during the autumn and will use a number of additional stations in key markets throughout the country. Agency is Rhoades & Davis Adv., San Francisco.

SUNNYVALE PACKING Co., Sunnyvale, Cal. (Rancho Soups), currently is using participations thrice-weekly on Galen Drake's *Housewives Protective League* program on the CBS Pacific Coast network and the CBS Arizona network. It will continue with this schedule through the fall. Agency is Lord & Thomas, San Francisco.

ALBERS MILLING Co., Seattle, (Albers flapjack flour) off the air during the summer, returned Oct. 2 with a mystery drama series *Whodunit*, half-hour weekly program on 14 NBC stations in the West. Agency is Lord & Thomas, San Francisco.

LINDSAY OLIVE Co., Lindsay, Cal., is using participations six times weekly on Galen Drake's *Housewives' Protective League* on KNX. Will continue through November, possibly longer. Agency is Lord & Thomas, San Francisco.

ROOS BROS., San Francisco (chain clothing stores), is using *Speaking of Sports* featuring Ernie Smith, half-hour weekly on KFRC, San Francisco. Probably will continue remainder of year. Agency is Lord & Thomas, San Francisco.

Tidewater Active

TIDEWATER ASSOCIATED OIL Co., San Francisco, has just started broadcasts of major inter-collegiate football games on the Pacific Coast as well as many of the more important games of the armed services. The schedule of games and stations used is heavier than in any past year. Agency is Lord & Thomas, San Francisco.

ROSEFIELD PACKING Corp., Alameda, Cal. (Skippy Peanut Butter) has *Skippy Hollywood Theater*, half hour transcribed program on 11 major stations in key markets of the west, but this fall will add 4 more stations to the list—KHSL, Chico; KYOS, Merced; KMYC, Marysville, all in California and WOW, Omaha. More stations may be added before winter. Advertiser, comparatively new to radio, started with one station a year ago. Agency is Sidney Garfinkel Adv., San Francisco.

REMAR BAKING Co., Oakland, is using *Are You a Genius*, half-hour weekly program on KGO, San Francisco, and *Calling All Kitchens*, Monday, Wednesday, Friday on KQW, San Jose, Cal. For the fall season it has added a series of spot announcements on KQW. Agency is Sidney Garfinkel Adv., San Francisco.

GRAVEN-INGLIS Co., Stockton, Cal. (bread) is using *Dean Maddox Amateur Hour* weekly on KGDM, Stockton, and KTRB, Modesto, and has just started a new schedule of spot announcements in addition on KTRB, KWG and KGDM. Agency is Sidney Garfinkel Adv., San Francisco.

PAR SOAP Co., Oakland, Cal., also is using spot announcements on stations in Salt Lake City and Medford, Ore. has just increased the frequency from one to three spots a week on each station. Agency is Brisacher, Davis & Staff, San Francisco.

Acme Beer Busy

DAIRY BELLE FARMS, San Francisco (milk), using *Hospitality House Party*, live service men's show half-hour weekly on KSFO, San Francisco, will continue throughout the fall. Agency is Brisacher, Davis & Staff, San Francisco.

ACME BREWING Co., San Francisco, has the *Don Lee Breakfast Club* weekly on 8 Mutual-Don Lee stations in California; the *Juke Box* program, five-minute transcribed show on approximately 12 stations; a series of one-minute transcribed jingles on 18 California stations; and home economics participations on *Woman's Page of the Air* on KSFO, San Francisco, and Ruth Thompson's program on KJBS, San Francisco. Acme is one of the biggest time buyers on the Coast and plans to maintain its current schedule throughout the fall. Agency is Brisacher, Davis & Staff, San Francisco.

SHASTA WATER Co., San Francisco (sparkling water), off the air for some time, has returned for the fall and winter season and is using spot announcements preceding and following all football broadcasts on KGO, San Francisco. Agency is Brisacher, Davis & Staff, San Francisco.

SUNSET MAGAZINE, San Francisco, (home and garden periodical), new to radio, has started three five-minute programs weekly on KSFO, San Francisco and plans to continue through the fall. Agency is Brisacher, Davis & Staff, San Francisco.

MOORE'S Inc., San Francisco (men's clothing stores), is using spot announcements on KPO, San Francisco, and may increase its advertising during the fall season. Agency is Brisacher, Davis & Staff, San Francisco.

WEST COAST SOAP Co., Oakland, Cal. (Powow soap) has "Dial a Winner" program weekly on KJBS, San Francisco. Plans to retain its schedule during fall. Agency is Brisacher, Davis & Staff, San Francisco.

STANDARD BEVERAGES Co., Oakland, Cal. (Par-T-Pak), is using *Sing With Your Favorite Band* weekly on KQW, San Francisco. Plans to continue throughout fall. Agency is Brisacher, Davis & Staff, San Francisco.

Other Accounts

BELL BROOK DAIRIES, San Francisco (milk) is using spot announcements on a number of San Francisco stations. Plans to continue this schedule throughout the fall. Agency is Botsford, Constantine & Gardner, San Francisco.

WELLMAN, PECK & Co., San Francisco (wholesale grocers) is using spot announcements on a number of stations in San Francisco, Sacramento, Eureka, Fresno, and San Diego, all in California. Will retain this schedule during fall. Agency is Botsford, Constantine & Gardner, San Franscisco.

CHEMICALS Inc., San Francisco (Vano household cleanser) using transcribed and spot announcements on a number of Northern California stations. Plans to retain this schedule during Autumn season. Agency is Botsford, Constantine & Gardner, San Francisco.

LANGENDORF UNITED BAKERIES, San Francisco (bread), also is sponsoring Boake Carter five times weekly on KFRC and using spot announcements on KPO, KQW and KFRC. Advertiser plans to continue this schedule through the fall season. Agency is Erwin, Wasey & Co., San Francisco.

PETRI WINE Co., San Francisco, is using transcribed spot announcements on KQW KFRC WCFL WENR and KSD. It recently increased the number of spots on each station considerably and plans to expand its radio advertising to several other parts of the country during the coming weeks. Spots currently being used range in frequency of from five a week on some stations to 42 a week. Agency is Erwin, Wasey, San Francisco.

REGAL AMBER BREWING Co., San Francisco (Regal Pale Beer) is using *Light & Mellow*, half-hour weekly studio program on KPO, San Francisco, and *Fish Finder*, quarter-hour sports talk on KROW, Oakland, Cal. in addition to live and transcribed spot announcements on a number of stations in California. It plans to continue this program during the fall. Agency is M. E. Harlan Adv., San Francisco.

BELFAST BEVERAGE Co., San Francisco (soft drinks) is using *Belfast Headlines*, newscasts, five times weekly on KQW, San Francisco, and a schedule of spot announcements on KPO, San Francisco and plans to continue with this schedule during the fall. Agency is M. E. Harlan Adv., San Francisco.

LOMA LINDA FOOD Co., Arlington, Cal. (Ruskets) is using participations on home economics programs and spot announcements on approximately 12 stations in California. Plans call for the same schedule during the Fall. Agency is Gerth-Pacific Co., San Francisco.

DETROIT

EXPECTATIONS in Detroit advertising circles are that spot radio time will be used in about the same proportions as last winter during the months ahead.

The Detroit placement picture, of course, is still limping under the blow struck at it by the near-complete stoppage from the automotive accounts. Aside from the General Motors *Victory Is Our Business* transcriptions, spot time by automobile accounts is scarce. There are no signs that any change of consequence will come in this situation.

As generally the case, the accessory and parts manufacturers com-

Increased BUSINESS 500% BY USING KVOO

HOME FEDERAL SAVINGS & LOAN ASSOCIATION
3RD & BOSTON TULSA, OKLAHOMA

September 9, 1942

Mr. Wm. B. Way, Vice-President and General Manager
Radio Station KVOO
Tulsa, Oklahoma

Dear Bill:

Enclosed is the signed contract for our third year on KVOO as sponsor of your News of the Hour Program.

You may be interested to know that since we have been using your station daily our investment business outside of Tulsa and in the territory covered by KVOO has increased more than 500 percent. KVOO is the only media used in this territory.

Radio has enabled us to reach into both small and large communities in many states of the south and west to develop much new business which we considered a few years ago as impossible to get with a reasonable advertising investment. In fact, we have received business, directly attributable to KVOO, from as far away as the state of Wyoming.

As a public service we have also used a portion of our commercial time each day to urge the public to buy U.S. war bonds and stamps, and Home Federal is proud that its combined sales of bonds, stamps, and Treasury Tax Savings Notes Series B is more than that of any other savings and loan association in the country.

I wish to join with our advertising agency in thanking you for the fine cooperation we have received from your entire staff.

Yours very truly,

HOME FEDERAL SAVINGS AND LOAN ASSN.

L. W. Grant, President

LWG:O

For
LATEST DATA ON ONE OF AMERICA'S FIRST 25 WAR PROJECTS MARKETS

which is also Oklahoma's richest (No. 1) market, write KVOO, Tulsa, Oklahoma, or see any Edward Petry representative. KVOO has just compiled all the essential facts which time buyers want in considering a market, in a file size booklet. Be sure to secure your copy.

50,000 WATTS
NBC AFFILIATE
1170 KILOCYCLES

KVOO
TULSA — OIL CAPITAL OF THE WORLD

National Representatives
EDWARD PETRY & Co., INC.

prising other sizable advertising accounts in the Detroit area are following the lead of the larger manufacturers and spending very little on advertising of any kind. As a result, therefore, the bulk of radio time buying being placed from Detroit timebuyers' desks is for miscellaneous and generally smaller accounts, and for retail accounts.

The retail picture appears somewhat brighter than in the winter of 1941-42. No cutdowns are in prospect, and some increases in allotments are anticipated. The large income standards of Detroit factory workers are dominant in the swelling plans of the retailers.

At the same time, the prospect of scarcity in many lines of consumer goods, and short stocks throughout key departments, is causing somewhat of a shift in radio thinking, according to one agency head. He pointed out that up to now radio spot advertising by retail accounts has been prone to be for one specific promotion on one specific day. Now, however, he went on to state that shortened lines are causing store merchandisers to think in terms of institutional promotion, rather than of direct selling drives. This shift in thinking was also believed amplified by the fact that Detroit population has increased more than 300,000 persons during the past year, according to semi-official estimates, bringing a large number of persons into the buying area who are not familiar with the various stores and who can well be the subject of institutional campaigns.

The GM *Victory Is Our Business* series is the largest section of spot business at present emanating from Detroit. It runs in approximately 30 cities, being augmented and reduced as occasions develop, so no permanent list is available. The shows are heard 15 minutes once a week, but are repeated at several points on different days and in some cities run over more than one station. Time is placed by Campbell-Ewald Co.

Cunningham News

In the retail field, the Cunningham Drug Co. program of 122 newscasts per week continues to be the heaviest item on the Detroit spot programs. These news shots run on WWJ, WXYZ, WCAR, WJLB and CKLW. Simons-Michelson Co. is agency.

Simons-Michelson is also placing 5 and 15-minute spots for Schmidt Brewing Co., preceding football games broadcast over Detroit stations WJR, WWJ and WJLB, together with miscellaneous spot time.

Sears, Roebuck and Co., is tying up with the Gillette broadcasts of leading sports events, with before and after the event spot time over CKLW, placed by the Gordon Castle agency.

Political circles anticipate that the forthcoming campaigns leading up to the November elections will be productive of considerable spot purchasing. Gov. Murray Van Wagoner and his Republican opponent, Secretary of State Harry Kelly, candidates for the governorship, are expected to rely heavily on radio in their drives.

Radio's Greatest All-Star Cast

Substituted for

FULTON LEWIS, Jr.

during his vacation—Aug. 17 thru Sept. 4

Thanks to—

PAUL V. McNUTT
CLAUDE WICKARD
ANTHONY DIMOND
REP. SOL BLOOM
ADM. EMORY LAND
SEN. ROBERT TAFT
MISS HELEN HAYES
DONALD NELSON
JOHN STEELMAN
SEN. ALBEN BARKLEY
THURMOND ARNOLD
CAPT. LELAND S. LOVETT
LEON HENDERSON
SEN. CHAN GURNEY
SEN. A. B. CHANDLER

These topnotch men and women who *make* the news—gave the news for Fulton Lewis, Jr. With such "pinch hitters" to help him out you can readily see why his exclusive scoops and authentic newsbeats are due to knowing the right people!

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

Now on 180 Mutual Stations!

AVAILABLE FOR LOCAL SPONSORSHIP

Fulton Lewis, Jr., is the "hottest" name on the air today—currently sponsored on 69 stations. Sell him on your station at your own one time quarter hour rate per week. Get busy—wire, phone or write, WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Julius E. Erickson

JULIUS E. ERICKSON, 72, formerly an associate of the E. N. Erickson Adv. Agency, New York, died Sept. 24 at Muhlenberg Hospital, Plainfield, N. J., after an illness of several weeks. Mr. Erickson joined the agency established by his father, and continued it after the latter's death in 1896. He retired in 1933. A widow, a son and three grandchildren survive.

LEON H. GREENHOUSE has joined Benjamin Eshleman Co., Philadelphia, and will serve as radio director and account executive.

CANADA

By JAMES MONTAGNES

CANADA'S fourth wartime fall season does not show any letup in broadcast advertising. Spot and network broadcasting which increased rapidly the first two years that Canada was at war has now levelled off, and fall spot business is about equal to that of a year ago.

Only major change is that more government broadcast advertising is on the air than in the past, and a number of accounts which went off the air in the past two years because of inability to procure merchandise for sale are now coming back again or planning to reappear on the air. Some accounts have switched to network, and network time on both the national and alternative Canadian Broadcasting Corp. chains is at a premium.

Fall bookings this year have been a little slower than in the past, due to uncertain world conditions and in part due to uncertainty of obtaining or making new musical transcribed shows because of the Petrillo edict against transcriptions. A number of accounts are known to be holding up their placements because of this, and the Canadian Army in its *Badge of Honor* series which can be locally sponsored has gone so far as to eliminate all musicals and uses only a male chorus for theme songs.

Government Time

With many Canadian advertisers using part of their commercial announcement to boost war savings certificates and stamps, a feature of commercials now for the past three years, some thought is being given by the government, with the help of broadcasters, advertising agencies and advertisers, to spread these war savings commercials over a greater part of the day, so the message will be evenly distributed over the day's programs. Other plans of coordinating wartime advertising are also under consideration by the advertising coordinator for the government, John Martin of Massey-Harris Co., Toronto.

As the heaviest Canadian broadcast advertiser, the Canadian government has a number of fall network and spot campaigns on the air or shortly to go on the air. Largest of the government paid campaigns is that for the forthcoming $750,000,000 Victory Loan drive opening Oct. 19. The Dept. of Finance has a French and English drama show on the air now, and starts French and English variety shows this week. These are all weekly half-hour network shows, on 64 Canadian stations. The Dept. of Finance has also daily English and French quarter-hour network shows, *They Tell Me* and *La Metairie Rancourt* for war savings certificates on most Canadian stations, and has just finished a three-week spot announcement campaign for War

Who are Hitler's Friends?

TOO many patriotic people still think of America as an isolated refuge from Hitler's total war.

Nothing has changed for them. Mentally and physically, they refuse to lend a hand for victory. They work as before, play as before, grumble at rationing and taxes, thank their lucky stars that the battle is far from their shores.

These are Hitler's friends.

They help Hitler by doing nothing. They do nothing while every Nazi, and every Nazi vassal, gives life and liberty in the struggle.

To these people Radio shouts, "Wake up"! And Radio will keep shouting until all America is on the job.

BROADCASTING

Risk Insurance on all stations, which may go on the air again at a later date.

The Royal Canadian Air Force has started paid dramatizations with commercials on all French and English stations daily for recruiting. The Dept. of Labor is using spot announcements on all stations to advise women to register as their age classes are called up for registration for classification for war work, and is using spot announcements on stations using the CBC sustaining show *Step It Up* to draw attention to this show on wartime labor problems.

The Wartime Prices & Trade Board has French and English network daytime serials, *Soldier's Wife* and *Le Courier de Jour* on most Canadian stations. Other government departments have used spot campaigns in recent months, are expected to continue using paid spots on all Canadian stations as the need arises. Most government programs and announcements are placed through the joint Adv. Agencies of Canada, Toronto, the French business being placed by Canadian Adv. Agency, Montreal. Labor Dept. spots were placed by R. C. Smith & Son, Toronto.

Millers Active

OGILVIE FLOUR MILLS, Montreal (miracle feeds), has started thrice-weekly spot announcements on 28 stations, through J. J. Gibbons Ltd., Montreal.

WESTERN CANADA FLOUR MILLS, Toronto (Pioneer feeds), this week starts three to five dramatized spots weekly on 20 stations, and the *CKNX Barn Dance* on CKNX, Wingham, Ont., weekly. Agency is A. McKim Ltd., Toronto.

ROBIN HOOD FLOUR MILLS, Montreal, has started a transcribed musical quiz with cash prizes weekly on 13 western stations, program originating at CKBI, Prince Albert, Sask. Agency is Stewart-McIntosh, Vancouver.

KELLOGG Co., of Canada, London, Ont., has started a test spot announcement campaign Monday through Friday on two British Columbia stations, and plans to expand. Agency is J. Walter Thompson Co., Toronto. Other companies in this industry are known to be planning campaigns.

Proprietary Accounts

HENRY K. WAMPOLE & Co., Perth, Ont., goes on 26 stations with three spots a week on Nov. 2. Agency is J. J. Gibbons Ltd., Montreal.

W. K. BUCKLEY, Ltd., Toronto, starts twice-daily spot announcements Mon. thru Friday, on 40 stations on Nov. 1. Agency is Walsh Adv. Co., Toronto.

The fifth season for *Circle Bell Varieties* goes on the air on Oct. 12 as a thrice-weekly quarter-hour transcribed program on 9 stations, placed through Dominion Broadcasting Co. Ltd., for Dr. Bell Wonder Medicine Co., Kingston, Ont.

United States firms placing spots in Canada through American agencies include Grove Labs., St. Louis, with two spot announcements daily on a number of stations, and Vick Chemical Co., Greensboro, N. C., with six transcribed spots weekly on a list of stations. Agencies placing are Russel M. Seeds Co., Chicago, and Morse International, New York, respectively.

FRUITATIVE PRODUCTS, Hull, Que., (liver tablets) this week starts daily transcribed spots on a number of stations. Agency is Lord & Thomas of Canada, Toronto.

FREDERICK STEARNS & Co., Windsor, Ont., (Nyal drug stores) has started four weekly dramatized spots on eight Ontario stations, placing direct.

STANDARD BRANDS, Montreal (yeast) has four daily spots on 38 stations. Agency is J. Walter Thompson Co., Montreal.

GRUEN WATCH Co., of Canada, Toronto, has started *Movie Preview Time* on six stations across Canada, with Ken Soble as m.c. and movie personalities as guests. The program is transcribed, placed by Cockfield Brown & Co., Toronto.

CAMPBELL FINANCE Co., Toronto started a varied series of spot announcements on 15 Canadian stations in centers where the company has offices. Agency is Ronalds Adv. Agency, Toronto.

TUCKETT, Ltd., Hamilton, Ont. (cigarettes), has started three daily spots on 10 Western Canadian stations. Agency is MacLaren Adv. Co., Toronto.

CROSSE & BLACKWELL, Toronto (food products) has started a test spot announcement campaign five days weekly on CFRB, Toronto, and plans to expand this later. Agency is A. McKim Ltd., Toronto.

MIREILLE Co., Montreal (beauty lotion), carries its quarter-hour disc show to six Quebec stations thrice weekly, and Pacquin's Hand Cream Co. on five stations throughout Canada twice weekly. Agency for Pacquin's is Ronalds Adv. Agency Ltd., Toronto.

AGNEW SURPASS SHOE STORES, Brantford, Ont., started as a test a half-hour weekly transcribed program *Calling All Cars*, and plans to expand to ten stations in Ontario and six stations in the Maritime provinces. Account is placed direct.

THOMAS J. LIPTON Ltd., Toronto, has increased spots for tea and soups on a large list of stations, as well as started a weekly network show, *Lipton's Tea Musicale* on 34 stations. Agency is Vickers & Benson, Toronto.

CANADIAN WATERPAINTS, Montreal, has started a two-month fall campaign with three spots weekly on six stations. Agency is J. J. Gibbons Ltd., Montreal.

W. C. MacDONALD Inc., Montreal (pipe tobacco), has on the air dramatized spots five times per week on 12 stations. Agency is Richardson-MacDonald Adv. Service, Toronto.

INDEPENDENT DRUGGISTS Assn., Toronto, next week starts a weekly half-hour *Public Opinion* quiz show on CFRB, Toronto, as a test, with possibility of extending it later to other Ontario stations. Placement is direct.

Coal Series

PHILADELPHIA & READING COAL Co., Philadelphia, has started six spots per week on a number of stations. Agency is McKee & Albright, Philadelphia.

D. L. & W. COAL Co., Buffalo, starts early this month the weekly transcribed show *The Shadow* on seven stations. Agency is Vickers & Benson, Toronto.

CANADA STARCH Co., Montreal, has renewed for this fall the transcribed show *Secret Service Scouts* on a number of stations, and added CFRB, Toronto. Agency is Vickers & Benson, Montreal.

J. C. ENO (Canada) Ltd., Toronto, has one of the largest commercial spot accounts on the air this fall with three transcribed programs on 47 stations for a number of products. Two of the programs are on thrice-weekly and the third four times weekly. Agency is Atherton & Currier, Toronto.

DR. J. O. LAMBERT, Ltd., Montreal (Medicinal), in addition to a French network show, has started a weekly transcribed program on CKCL, Toronto, which may be expanded later. Agency is J. E. Huot Reg., Montreal.

EX-LAX MFG. Co., Brooklyn, has started twice-daily spot announcements on a number of stations. Agency is Cockfield Brown & Co., Toronto.

NATIONAL DRUG & CHEMICAL Co., of Canada, Toronto, has placed spot

(Continued on page 51)

Canada Loan Hookup

THIRD radio advertising program for the forthcoming Third Canadian Victory Loan starts Oct. 7 over a network of 49 English-speaking stations as a one-hour *All-Star Variety Show* starring Thomas L. Thomas. A similar half-hour *All-Star Variety Show* is on a French network of 10 stations, starting Oct. 5. The other two shows, also in French and English over most Canadian stations are the half-hour weekly *Nazi Eyes on Canada* and *Notre Canada*, and the daily quarter-hour shows *They Tell Me* and *La Metairie Rancourt*. Placements were by the War Finance Group of the Adv. Agencies of Canada, Toronto, for English programs, and Canadian Adv. Agency, Montreal, for French shows.

Atlantic Resumes Fall Grid Series

Curtailed Schedule Covers 145 Games on 59 Stations

ATLANTIC REFINING Co., Philadelphia, after reversing its earlier decision to drop the Atlantic football broadcasts, went on the air last week-end with the first games of a 145-game schedule that includes time on 59 stations.

This year's Atlantic football network, covering the North Atlantic seaboard, and territory west to Ohio, represents a cut in the 83 station outfit that carried Atlantic broadcasts last year. Because of gasoline rationing, Atlantic at first announced it would drop the project, but later reconsidered. [BROADCASTING, Aug. 17, Sept. 14].

Though the season formally opened with games on October 2 and 3, two college and four high school preseason games were aired September 25 and 26. This included Temple-Georgetown on WIP, Philadelphia, and Holy Cross-Dartmouth on WBZ, WBZA, Boston, and WTAG, Worcester.

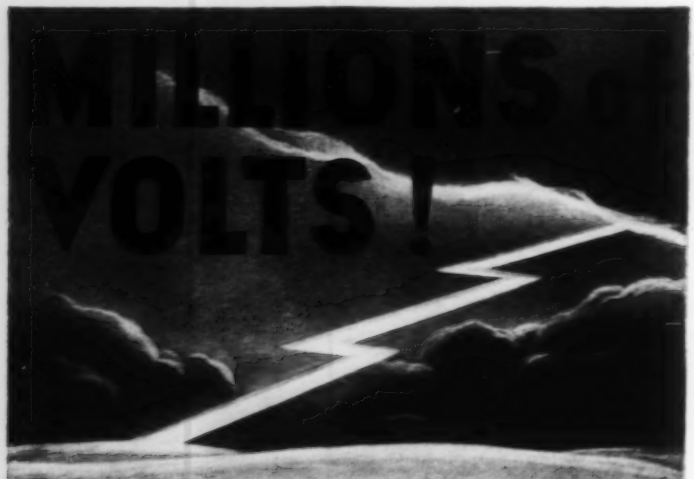
A major change in Atlantic's schedule occurs in Philadelphia this year, where the company substitutes eight games on WFIL for U of Pennsylvania games it formerly broadcast on WCAU. Philco Corp. is sponsoring the WCAU football broadcasts.

Stations on this year's Atlantic football network include: WIP WSAN WBZ WBZA WEST WGAL WEAN WTAG WORK WDEL WKBO WDBO WJAX WBNS WTAM WEEU WCED WFBG WJAC WJAS WKST WLEU WMBS WMRF WBOC WFIL WFBR WFPG WJEJ WGR WAGE WATR WBRK WEIM WELI WENY WFEA WGR WHAI WHCU WHEC WHYN WICC WLLH WLNH WNAC WNBF WNBH WNLC WSAR WSYB WTHT WBAX WAZL WKOK WRAK WARM WRNL WOR.

Blue Participators

CREAM OF WHEAT Corp., Minneapolis (cereal), on Oct. 2 resumed sponsorship of the final quarter-hour of *The Breakfast Club* on 75 BLUE stations Friday and Saturday 9:45-10 a.m. Swift & Co., Chicago (meat products), will continue to sponsor the 9:30-9:45 portion of the full-hour program Thursday, Friday and Saturday and is planning to expand to six days a week. BBDO, Minneapolis is the agency for Cream of Wheat and J. Walter Thompson for Swift & Co.

HAVEN MACQUARRIE, Hollywood radio producer and m.c., has filed suit in Los Angeles Superior Court for $450,000 damages, naming Loew's Inc. as defendant, and charging "invasion of rights of privacy and property". Action charges that MacQuarrie and his radio program, *Marriage Club*, formerly sponsored by Continental Baking Co., on CBS and NBC stations were ridiculed in the MGM film, "Married Bachelor".


MILLIONS OF VOLTS
THE ENERGY OF LIGHTNING HAS NEVER BEEN HARNESSED
THE ENERGY OF OUR ORGANIZATION CAN BE HARNESSED
TO SUBSTANTIALLY INCREASE YOUR BUSINESS

energetic

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

HOW advertisers will benefit through the recently-announced WQXR-Time, Inc. collaboration:

Building upon a sound foundation of the best in music, WQXR has become a unique station. Good music has won WQXR a market all its own—a market in the heart of the world's greatest single concentration of purchasing power: The New York Metropolitan Area. Good music—as only WQXR programs it—is selling goods right now in this entire New York market for the smartest and biggest advertisers in America.

Now comes an added reason to boost WQXR's popularity — the worldwide news gathering facilities of TIME and LIFE and FORTUNE—an exclusive service for WQXR. This means further growth in audience size—and the right kind of audience, too. The combination of WQXR and TIME's facilities will give you programs at a cost that at present rates cannot be matched. Buy WQXR NOW and profit by an ever-increasing audience for your sales message.

WQXR

NEW YORK
730 Fifth Avenue
CIrcle 5-5566

In Chicago, The Foreman Company, Wrigley Building, Delaware 1869

PROMOTING YO

52 FULL PAGES in the BALTIMORE

Afternoon Programs in Pictures—Dr. I. Q. Will Broadcast from Baltimore for 6 Weeks

Radio Verboten

Regardless of consequences, people of the occupied countries continue to listen to short-wave broadcasts from the allies. A deep hunger for truth draws them to these voices from the free world. This is a struggle of ears—on the one side, the ears of the people pressed tightly against their radio sets, strained to catch every syllable of hope from the lands still free; on the other, the ever-alert ears of the Gestapo cocked to catch the slightest sound of a forbidden radio. Isolated items in the European press occasionally reveal this mighty drama. "Cases are continually coming before the law courts in Warthegau concerning Poles who listen to foreign broadcasts and spread the news that they hear, despite the fact that they are not allowed to own radios," said the *Ostdeutsche Beobachter* (a paper published for Germans in Poland) on December 28, 1941. "Ten Poles were prosecuted by the special court of Posnan recently. One of the accused was Josef X, who was the owner of a motor repair shop in Posnan; a car radio was brought to him for repair, and he informed several employees of the firm that the radio was there so that they could listen to broadcasts at night. X was sentenced to 10 years' penal servitude. The other employees who collaborated with X were sentenced to 7 years' penal servitude."

In the Axis Dominated Countries..

....In America

You can listen to any radio station any time. No Gestapo... no persecution... no prison term to prevent you from listening to Truth in the News and superlative entertainment. Baltimoreans can listen to any station.... but we're proud of the fact that they listen most to WBAL.

WBAL 50,000 WATTS BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

TONIGHT | TOMORROW MORNING | TOMORROW AFTERNOON

The Station Most People Listen To Most—1090 On Your Dial

BALTIMORE
August, 1942

The scene has changed. All eyes are set on Victory.

The peace-full convenience of yesteryear has faded into the distance of the past to be replaced by the turbulent activities of a nation at war!

Practice blackouts . . . gasoline rationing . . . fighter planes . . . men in uniform crowd the streets . . . workers turn out a never ending flood of war materials . . . enthusiastic response to drives for scrap rubber, fats and metals . . . more people buying war bonds . . . more people tuning to WBAL for News, Information and Superlative Entertainment.

U. S. WAR BO

WBAL 50,000 WATTS BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

TONIGHT | TOMORROW MORNING

The Station Most People Listen To Most—1090 On Your Dial

Guns—Planes—Tanks—
QUICK

It's Easy To Buy War Bonds Thru WBAL

By Mail...

In Person...

Listen to the WBAL Honor Roll Monday Night at 7:45 P. M.

WBAL 50,000 WATTS BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

IT'S SUPER-EASY TO BUY WAR BONDS THRU WBAL

CHARLIE: Bergen—Look—at ladies—my father—at the supper—and women and children—and—

BERGEN: You Charlie, that's one of those WBAL promotional full pages in The Baltimore News-Post.

CHARLIE: Pretty smart of WBAL—getting us to pocket by of their ads—I know I'll be back on my—Sunday night at 8 o'clock—I'll be there—what every—Bob Love. Hello Bob!

BERGEN: No, Charlie, WBAL doesn't pay—for all of the ads in this—but every one of the programs and personalities—every one of the—Baltimore people—all the excellent—

CHARLIE: Well—

BERGEN: Why—

CHARLIE: Why—

BERGEN: Yes—

CHARLIE: Well—

BERGEN: Why—

★★★ NEW SHOW

And Those Returning To The Air After Sum

WBAL 50,000 WATTS BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

Originating in Baltim
COAST-TO-COAST N

HAROLD L. I

Secretary of the Interior of

"OIL and the W

Speaking before the
ADVERTISING CLUB of BALTIMOR
At The Emerson Hotel

Wednesday, Sept. 16
1 to 130 P. M.

At their first meeting of the 1942-1943 season — their 33rd year as an active Baltimore In

The first of a series of important speakers

OFFICERS AND BOARD OF GOVERNORS OF THE ADVERTISING C

WILLIAM T. CHILDS

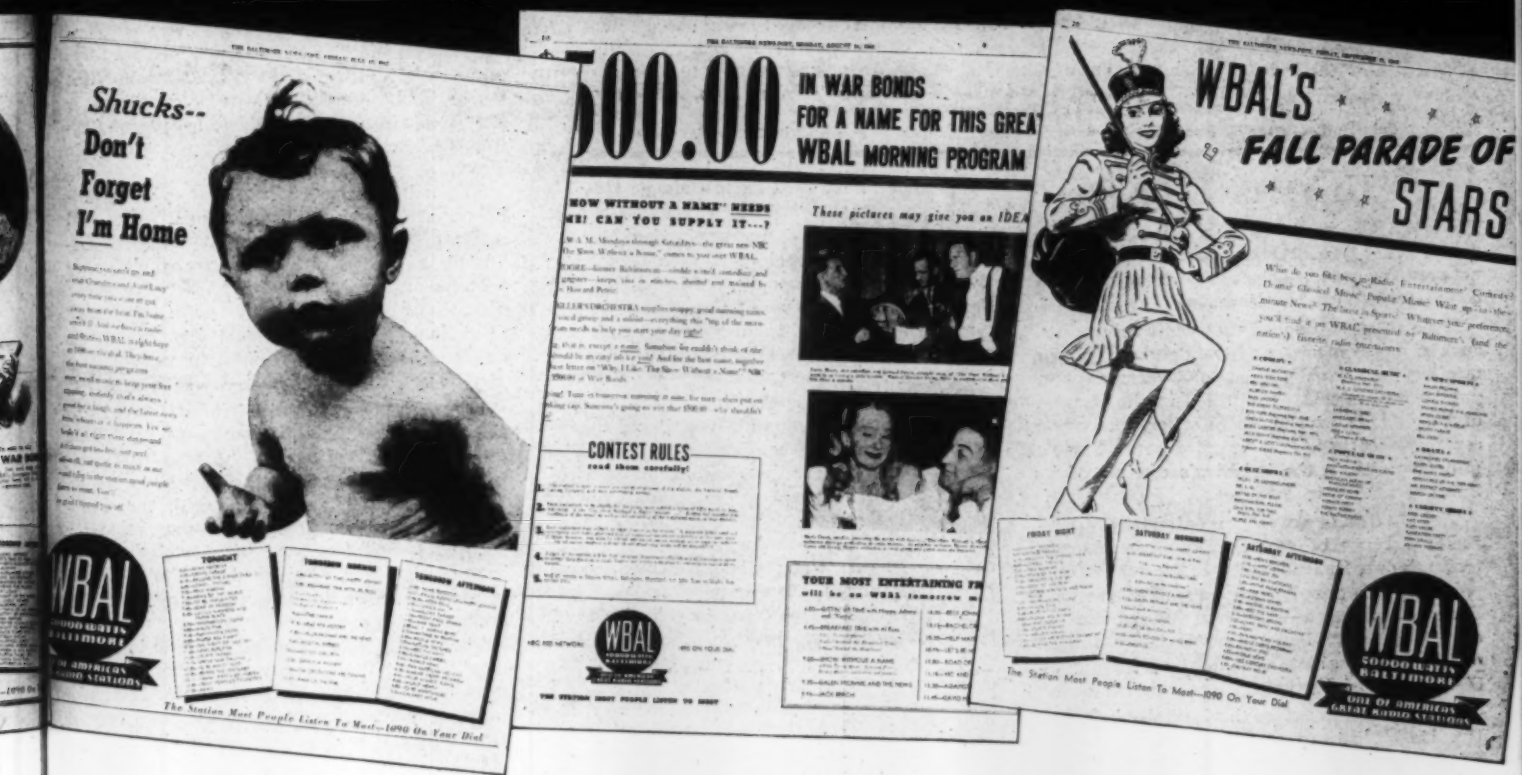
MONDAY NIGHT | TUESDAY MORNING | TUESDAY AFTERNOON

The Station Most People Listen To Most—1090 On Your Dial

WBAL 50,000 WATTS BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

UR PROGRAMS!

RNEWS-POST (Largest evening circulation in the South)



LISTENS TO
EAKFAST TIME"
With Al Ross . . . 6:45 to 9 A.M.
TAKES THE STING OUT OF GETTING UP EARLY
The Station Most People Listen To Most—1090 On Your Dial

Ads like these mean more listeners for your WBAL programs

Pounding away, week after week, month after month, all through 1942, WBAL has been winning more listeners for YOUR programs with these powerful, full page ads in the Baltimore News-Post.

At the same time, each week WBAL ads are appearing in 19 newspapers in 14 other cities in the great Central Atlantic territory that WBAL blankets!

It's one of the great radio station promotion campaigns of all time!

WBAL
50,000 WATTS
BALTIMORE

ONE OF AMERICA'S GREAT RADIO STATIONS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

XUM

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and
Broadcast Advertising

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WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

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Unity or Else

THE WAR is everybody's No. 1 problem. In radio, every broadcaster from 250-watter to network operator, hasn't shown a minute's complacency since last December.

It's a strange paradox that while it has done such a spontaneous and outstanding job in meeting its war obligations to Government and public, the industry has failed in the mission of keeping its own house in order. Peacetime controversies have been carried over. There's still no unity in the industry's conduct of its internal affairs in wartime.

The NAB is in an unfortunate state of confusion because of serious, fundamental, controversy over its leadership. It has reached the point where a new trade group—the American Broadcasters Assn.—has been formed because certain industry figures, restive over failure of the NAB to act, despaired of having an effective job done through the existing order.

The establishment of horizontally competitive trade groups can only have an abortive effect at a time when the need for industry solidarity was never greater. There isn't any question in the mind of any broadcaster about the desire of the industry, as a whole, to do a peak war job. The formation of ABA, and other movements of recent months, all are manifestations of such a desire, and of the feeling that the war has left the old order behind.

It is unfortunate that personalities must be drawn in. The NAB board has held three meetings during the past six months at which the issues of personnel reorganization and leadership were to have been settled. The meeting in Chicago on Sept. 24-25 was called for the primary purpose of attempting to restore unity and harmony in industry ranks through an amalgamation of the Broadcasters Victory Council and NAB. The matter wasn't even broached until a number of NAB board members had departed, and then it was too late. BVC despaired of action and announced formation of the new ABA.

The board should have acted. It should have voted on a fusion proposal and on a personnel realignment upon which it hinged. It should have voted the proposal up or down so there would have been a clear-cut decision.

As things stand now, the founders of ABA have announced their intention of setting up in Washington a full-scale trade organization, with adequate personnel. The NAB board has scheduled another meeting in Chicago Oct. 14. That meeting presumably is for the single purpose of deciding on reorganization.

Neville Miller, who in 1938 was selected as the industry's first paid president, is under fire. There are some who feel a change is necessary; others who support his record and stewardship and who allege improper outside influences.

Without belaboring the issues, it is evident the opportunity remains for bringing about industry solidarity at that Oct. 14 meeting. The founders of ABA, we hope, will decide to withhold a membership campaign or appointment of executive personnel until the NAB board session. The NAB board must meet the issue squarely at that time; otherwise it will have failed in its immediate war mission.

We have every confidence in the ability of the industry to solve its own problems. It always has. The war problem is the biggest it has ever had to face. It's unity at the Oct. 14 meeting or internacine strife between two trade groups trying to do the same job.

A Bright Spot

BACK AT the old Fifth Ward School there used to be a copybook saying on the blackboard that ran something like this: "Every advantage has its corresponding disadvantage."

Conversely, many disadvantages growing out of the present war seem actually to be turning into advantages. At present this is apparent from a resume of spot broadcasting prospects, in this country and Canada, as viewed by members of the BROADCASTING staff.

Take rationing, for example! They cut down on supplies of tea and coffee so tea and coffee advertising takes a dip.

So what happens! Other food lines start buying more time as they try to educate the public to new forms of packaging and new types of edibles.

Or take gasoline, for another example! They ration gasoline, and what happens! People stay at home and listen more hours; more advertisesr want to take advantage of their changed habits; book and magazine publishers seize the new opening. And so it goes.

Spot business will set a record in 1942. What it will do in 1943 is'nt easy to guess at this moment. Nothing about 1943 is easy to guess.

But one year ago everyone started to shiver at the mere thought of what would happen by the end of 1942.

Well, here it is!

After the War

EVERY RECENT action of the wartime Government clearly shows the reliance placed upon radio, domestic as well as international, as an implement of warfare—call it psychological, geopolitical, or whatnot. The Government intends to keep radio going even if it has to foot the bill.

Elmer Davis made no bones about this in his recent appearance before the Senate Petrillo Probe Committee. He said that the Government proposed to keep stations in outlying areas going "at any cost". OWI a few days ago [BROADCASTING, Sept. 28] announced it was purchasing time on the four Alaskan stations for news and special events in line with its established policy of supplying American troops, wherever they are located, with adequate broadcast service. The same has been done for a station in Hawaii.

In the international broadcast field, time is being purchased by the Government for special programs. It gives the stations some wherewithal to keep operating. But the whole policy is—founded on operation "By the American Plan"—not direct subsidy or Government operation. That is the mandate of Congress and the American way—even in war.

The time may come when small domestic stations, close to military reservations, will be unable to stand the gaff because they get little or no national business and because local business may not be sufficient to keep them going. It is conceivable that, in line with the established OWI policy, time will be purchased for news and special events and other features to keep the military posts supplied with adequate broadcast service. There can be no quarrel with such a development in wartime.

These days, when winning the war is uppermost, talk of the postwar era usually falls on deaf ears. Yet the Government itself thinks in terms of postwar economy. That's one of the big jobs of the Board of Economic Warfare. Radio, too, would do well to think ahead.

OWI is a wartime agency. Its functions terminate after the war. So also, we assume, will the arrangements made by that agency, including those covering radio.

But there should be an added protective measure. Sometime there's going to be a new Communications Act, or it's going to be amended again. Uppermost in the thinking of everyone in radio should be the inclusion in any such legislation of a proviso that *after* the war (six months after seems to be the stock phrase) all broadcast operations shall be restored to their customary peace-time status, devoid of Government direction and contribution—full return to the American Plan.

This can be accomplished through a simple amendment to Section 606 (c) of the Communications Act, which prescribes that the President in a national emergency can commandeer any and all communications. The proviso, simply and directly, should state that radio broadcasting shall be restored to its peacetime status within six months following the war's end.

As a matter of fact, broadcasters would do well to press for such legislation *now*. After all, Congress already has established that precedent in amending Section 606 to apply to other communications fields, specifying the six-month recapture clause. Why not broadcasting, and why not now?

We Pay Our Respects To —

ORRIN ELMER DUNLAP JR.

A NEWS SENSE, manifest when he was only 14 and living at Niagara Falls, where he was born in 1896, eventually led Orrin Dunlap Jr. to editorship of the *New York Times* radio columns and authorship of eight books on radio. There were some way stops, however, which played a big part in his development of talents and knowledge making him particularly suited for this later work.

But to get back to the early Dunlap. When he was 14 the great Niagara icebridge ripped loose of its moorings. Young Orrin was in Sunday school when word got around that the torn bridge was headed for the rapids carrying three people to sure death. Forgetting bible studies, Orrin's classmates dashed out to witness the tragedy. Orrin headed for home where he picked up his camera. He got pictures of the scene, developed them and sold them to the *Buffalo Express*.

The next link in the future author's career was his building of a transmitter in 1912, when he was 18, and his mastery of code. He used his little set to talk to amateurs in nearby cities and Great Lakes boats operators.

One of his fond memories was hearing the hymn, "Nearer My God to Thee" in 1914 coming from either the "House of Magic" in Schenectady or DeForest's radiophone station at Highbridge, N. Y. This he claims was the first broadcast music picked up along the Niagara frontier.

Orrin's station 8LQ was closed upon U. S. entry into World War I. He passed the Government's examination for a first class commercial wireless operator's license and in 1917 was operator on the *Octorara*, flagship of the Great Lakes fleet. He was hired by E. E. Nicholas, now president of the Farnsworth Radio & Television Corp.

Dunlap then enlisted in the Navy as an electrician in radio; served first at the Great Lakes Naval Station, Naval Radio School at Harvard and the Navy's station NBD, Otter Cliffs, Me.

The war over, Dunlap rebuilt his station and continued amateur operation. In 1920 he was graduated from Colgate with a B.S. in chemistry and then entered Harvard Graduate School of Business. Following graduation he joined Hanff-Metzger agency, New York (now Buchanan agency) and became assistant to the executive of the Paramount account.

The commercial possibilities of radio were then apparent to Dunlap and he began looking around for some place to utilize his knowledge of the medium. He found the *New York Times* to be the only newspaper without a radio column. His suggestion to Carl Van Anda, *Times* managing editor, that he start a radio page was adopted and the job of editor went to Dunlap.

He stayed at the job 18 years until he took over his present position of RCA manager of the department of information in 1940.

His *Times* radio "beat" brought him in contact with the leading radio personalities and after having met Marconi a number of times he wrote the wireless father's biography, *Marconi: The Man and His Wireless*.

Already the author of eight books on radio, he has at least three more in his mind and one is to be published soon. Other than the Marconi opus his other works are *Dunlap's Radio Manual, The Story of Radio, Radio in Advertising, The Outlook for Television, Talking on the Radio*, and the *Future of Television*.

Orrin now lives at Great Neck, L. I., with his wife, the former Louise Leggett whom he married in 1924.

Personal NOTES

MARK WOODS, BLUE president, left New York Oct. 5 for Jacksonville, first stop on a two-week trip visiting stations and clients.

JAMES B. ROCK, manager of KDKA, Pittsburgh, has been asked by President Neville Miller to serve on the NAB wage and hour committee.

ELMER DAVIS, OWI Chief, was scheduled to be heard on an exclusive BLUE broadcast Oct. 3, 10:30-11 a.m., when he was to address the annual forum of the Foreign Policy Assn. *United Today for Tomorrow*, was the theme of the meeting, held at the Waldorf Astoria Hotel, New York.

CURTIS J. HARRISON, formerly of the MBS Sales Staff, has joined the Eastern Sales Staff of *Look* magazine.

DON WRIGHT, manager of CKMO, Vancouver, has been appointed manager of CFAR Flin Flon, Man.

HAROLD CRITTENDEN has been appointed manager of CKCK, Regina, Sask., succeeding Gerry Gaetz, who has been transferred to be manager at CJRC, Winnipeg. Crittenden was formerly sales manager at CKCK.

FRANK M. REED, of the defunct Stack-Goble Adv. Agency, Chicago, has joined the sales staff of WIND, Chicago-Gary.

GORDON OWEN, formerly radio director of Gillham Adv. Agency, Salt Lake City, and before that of CBS Radio Sales, San Francisco, has joined the Chicago staff of Radio Sales.

JAMES M. GAINES, of NBC station relations department, New York, is the father of an 8-pound boy, Richard Marshall, born Sept. 24.

ERWIN STEINGUT, chairman of the board of WLIB, New York, and minority leader in the New York State Assembly, has been designated by Gov. Herbert H. Lehman as a member of the New York State War Council.

MARSHALL WALKER, account executive of KPAS, Pasadena, Cal., and Eleanor C. Lippert, of Columbus, were married Sept. 27.

JEAN BETTENS, secretary to H. P. Gross, manager of WJIM, Lansing, since the station went on the air in 1934, resigned to marry Lt. Marshall Burt of the Army Air Forces.

LEO O. RICKETTS, manager of KFBK, Sacramento, has returned from a sales trip to the east.

PATRICK J. STANTON, general manager of WDAS, Philadelphia, was commissioned an ensign in the Coast Guard reserve.

RODMAN MARIEN, formerly with WINX, Washington, is on the sales staff of WOL, Washington, replacing Harold Sheffers, now with the Navy.

LOUIS J. F. MOORE, formerly with Radio Advertising Corp., New York office, rejoined that organization Oct. 1.

FRANK STEARNS, formerly salesman of WIND, Chicago-Gary, has joined the sales staff of WHBL, Sheboygan, Wis.

EDGAR KOBAK, executive vice-president of the BLUE, on Oct. 1 gave a talk at the meeting of the Industrial Adv. Council of Pittsburgh, the local chapter of the National Industrial Advertisers Assn., meeting at the University Club.

RADIO'S WAR ROLE STRESSED BY PALEY

THE "vital role" played by radio in uniting the United States and England as "fighting allies" was praised by William S. Paley, CBS president, in a brief statement made upon his return to New York Sept. 26 after a month spent in surveying radio conditions in England. Mr. Paley said:

"Everywhere in England I found increasing evidence that radio broadcasting between the United States and England is playing a vital role in forging the bonds between us as fighting allies in this war. It is explaining wartime America and war-torn England to each other. It is the voice of one free people speaking directly to another free people in language we both understand and respect. The popularity of progress from America is high among British listeners, and we plan to develop still further the important exchange of broadcasts between the two countries.

"The tempo of Axis activities to create suspicion and distrust among the Allies will increase in the strenuous months that lie ahead. Transoceanic broadcasters, therefore, must continue on the alert to meet these propaganda spearheads and bend them into instruments of psychological warfare against the enemy. This being accomplished by fearless, accurate and objective reporting within the confines dictated by military security. It is the people's war and it is the people's privilege to be kept informed of every important circumstance affecting their destiny."

Vital Advertising Role After War Is Foreseen

ADVERTISING was described as the greatest force for social good in the nation at the recent Reading Advertising Club dinner in Reading, Pa. The speaker was John H. Morse, of the Dept. of Commerce, who predicted that advertising will play an important role in the post-war period by creating a big demand for the goods that will follow from a gigantic peacetime production capacity left over from the war.

"Advertisers," he added, "might well start planning now for the job of mass distribution abroad which must be done if the world of better living envisioned in the four freedoms is to be created. Millions of new customers will be needed abroad if the world is to be kept so busy at living that it will not take time out for destruction." Mr. Morse declared the present job of advertising is to cooperate with the Government in promoting the war effort.

Gaeth Joins KLO

ARTHUR GAETH, western news analyst, has joined KLO, Ogden, Utah, as vice-president in charge of public relations. Mr. Gaeth's duties will include newscasts on KLO, and the Intermountain Network, including KOVO, Provo, Utah, and KEUB, Price, Utah. A former instructor in political science at Brigham Young U, Mr. Gaeth has spent ten years abroad.

XUM

BEHIND the MIKE

FRANK SWEENEY, formerly announcer of WJJD, Chicago, and before that of WJBC, Bloomington, Ill., and WOC, Davenport has joined the announcing staff of WGN, Chicago.

BOB WHITE, continuity writer, and Gene Dailey, news writer, of WBBM, Chicago recently became fathers of baby sons.

GUY WALLACE, formerly of WCFL, Chicago, has joined the announcing staff of WBBM, Chicago.

JOHN J. COLBERT, news editor of KFWB, Hollywood, has been commissioned a captain in the Army Air Forces and currently is stationed at Miami Beach, Fla.

RICHARD BOLLENDER, formerly with WBRK, Pittsfield, is announcer at WTRY, Troy.

JIM REED, former assistant sports editor of *The Topeka Daily Capital*, joined WIBW, Topeka, as announcer.

BARNES NASH, of WHIS, Bluefield, W. Va., has joined WWVA, Wheeling, as announcer.

CY HARRICE, announcer of WLS, Chicago, is the father of a baby boy.

ROBERT ARDEN, commentator of KFWB, Hollywood, has been assigned by Columbia Pictures to develop his story idea into a screenplay under title of "The Boy from Stalingrad."

Meade to KXL

MERRILL MEADE, veteran newspaperman and radio commentator, has joined KXL, Portland, Ore., as continuity chief and commentator, according to Hal W. Wilson, general manager. For three years he was a newscaster and commentator for the *Miami Daily News* over WQAM, Miami, and before joining KXL he was continuity chief and commentator on WWPG, Palm Beach, Fla. He has also worked for the *Cincinnat Post*, *Jacksonville Journal*, *Canton (O.) Daily News* and several other dailies in the East and South.

HAILED BY HIS FRIENDS at WSLI, Jackson, Miss., is Lt. Charlie Rawls, former sports announcer, who has recently graduated from Army Air Forces training at Kelly Field. Greeters are (l to r) Ed Wilkerson, commercial manager; L. M. Sepaugh, manager; Lt. Rawls; Maurice Wray, merchandising director of WSLI.

CHUCK HARRISON, formerly announcer of WHBF, Rock Island, Ill., now an aviation cadet, is recovering from minor injuries received in a plane crash near Tucson. Harry Creighton, night news editor and announcer, of WHBF, has entered the Army at Fort Sheridan, Ill.

GEORGIE GOEBEL who joined the talent staff of WLS, Chicago, 11 years ago at the age of 12, has been inducted into the Army Air Forces on the *National Barn Dance*.

CHARLES TAZEWELL, Hollywood writer, has been signed to collaborate with Jean Holloway on the weekly NBC *Mayor of the Town* program, sponsored by Lever Bros. Co. (Rinso), when the series shifts to CBS, with broadcast of Oct. 7.

JOSEPH R. BJORNDAHL, newscaster of KFOX, Long Beach, Cal., known professionally as Burton Dahl, has enlisted in the Army as a volunteer officers candidate.

ROSEMARY O'BRIEN, secretary to Kenneth D. Fry, news and special events manager of NBC-Chicago, on Sept. 15 was married to Corp. Charles Klein of the Marine Corps, San Diego.

STAN RAYMOND in the general office of NBC-Chicago and graduate of the NBC announcing school, has joined KHMO, Hannibal, Mo., as staff announcer and newscaster.

NELSON CASE, formerly announcer on the CBS programs, *Philip Morris Playhouse*, and *Crime Doctor*, is in the Naval Air Force. His assignments have been taken over by Carl Frank, CBS announcer.

R. J. BUSS, formerly of CJOC, Lethbridge, Alta., has been appointed sales manager of CKCK, Regina.

PVT. CHARLES FREED, who was Alan Charles of the announcing staff of WIBG, Glenside, Pa., until last July, wrote *The Blue Ridge Marching Song* and *Sunny, Sunny Tennessee*, introduced by Ted Husing on his *Cheers From the Camps* show. He is stationed at Camp Forrest, Tenn.

B. S. BERCOVICI, formerly network commentator broadcasting from Akron, has joined WHN, New York, launching a series of five-weekly morning broadcasts, 10:30-10:45 p.m. Sept. 28.

JANE ABBEY who has been training before the mike and in the control room of WCBS, Springfield, Ill., Jim Doyle, formerly of WCLS, Joliet and Buzz Way new to radio have joined the announcing staff of WCBS.

LOUIS (Studs) TERKEL, Chicago newscaster, actor and writer, has entered the Army at Camp Grant, Ill.

KEITH KERBY, assistant manager of KROW, Oakland, Cal., has joined the Army.

EDNA HARRIS Hollywood radio commedienne, has been signed for a featured comedy role in MGM short film, "First Aid".

BILL DAVIDSON, announcer of KFI-KECA, Los Angeles, is the father of a boy.

NORA STIRLING, radio actress and freelance script writer, has joined the NBC script staff. Miss Stirling entered radio in 1932, when she originated the role of Mary, in the *Mary & Bob* series.

CHARLES CRAIG, formerly announcer of WAAT, Jersey City, has joined the announcing staff of WLIB, New York.

LES VINES, formerly announcer of WCAU, Philadelphia, has joined the network's New York staff as a regular announcer.

This is one way to reach a decision—and there are lots of others! But there's *only* one way to reach the big, responsive Roanoke-Southwest Virginia market! That's with WDBJ—the only station able to reach every radio home in the area with a good, clear voice at all times. Make us prove it—or just ask Free & Peters.

ROANOKE WDBJ VIRGINIA

CBS Affiliate . . 960 K.C. 5000 Watts Full Time

Owned and Operated by the TIMES-WORLD CORPORATION

LARRY KRUPP is chief announcer at WJW, Akron. Recent additions to WJW staff are Bob Ingham, sports announcer from KLO, Ogden, Utah; Garde Chambers of WHBC, Canton, O.; and Stan Peighton.

TRUMAN WALROD, formerly staff announcer for Pearltone Transcriptions, Des Moines, Ia. joined KROS, Clinton, Ia.

MELVIN SPIEGEL, formerly associate editor of *Movie-Radio Guide*, has joined the CBS publicity department.

SUE READ, formerly appearing in NBC telecasts, is now heard with Arch Keppner on *Man About Town* on WQXR, New York, presenting discussions of things to do and see in New York, and sponsored by restaurants, hotels and theatres.

VERNIE JOHNSON, formerly announcer of WCKY, Cincinnati, has joined the announcing staff of WCFL, Chicago, and is handling a recorded musical program *Keeping Up With Johnson*.

HARVEY CAREY, formerly announcer of WIND, Chicago-Gary, and Guy Wallace, formerly of WCFL, Chicago, have joined the announcing staff of WBBM, Chicago, succeeding James Conway and John McCormick now in the armed forces.

NEIL ROBINSON, producer and continuity writer of WSBA, York, Pa., has enlisted in the Army for duty at the Middletwon (Pa.) Bomber Base Communications Center. Richard Barr, formerly a teacher at the National Academy of speech and drama, New York, has joined the WSBA announcing staff.

LAWRENCE ABBOTT, former music critic of *Time* magazine, is temporarily acting as radio editor for the weekly magazine following the resignation some weeks ago of Murray Morgan to take a scholarship in South America. Sonya Bigman, research assistant in the radio department, is on leave of absence recuperating from an illness, her place being filled temporarily by Helen Gorrell.

GRETL URBAN, musical director of The New York World's Fair, and more recently handling special promotional assignments for Coty Ind., and John Wanamaker Department Stores, has joined Associated Music Publishers in charge of a new department which will attempt to help stations licensed by AMP to make the best and fullest use of that music. Miss Urban is the daughter of Joseph Urban, noted scenic designer.

NILES VON WETTEBERG, former editor of the "Fourth Estate" for *Newsweek*, has been named Radio Editor of the magazine, succeeding Allan Finn, who has enlisted in the Army. Robert Conley continues as research assistant in the Radio Department.

Darkest Moment

STAFF-MEMBERS' missing birth certificates cost WTRY, Troy, a remote pickup from the General Electric plant in Schenectady when the station was invited to take part in *This Nation at War*. Though they were both well-known, Nick Carter, program director and Bill Watson, engineer, failed to gain access to the plant after three hours negotiations when they could not produce identifications. Facilities of WGY were substituted.

JOHN MITCHELL has resigned from the script department of the BLUE, to become Assistant Stage Manager of the road company of *Spring Again*, of which Guthrie McClintic is Manager.

RAY WINTERS, announcer, who left WHN, New York, some time ago to enter the Armed Forces, last week joined the Army Air Forces.

AL HELFER and CARL RUFF, formerly of the staff of WOR, New York, and now in the Army and Navy, respectively, have each received promotions since they left the station. Helfer, who used to help broadcast Dodger baseball games, is a Lieutenant (S. G.) in the Navy, while Ruff, formerly in charge of WOR's trade news, is an Army lieutenant, after completing the officer's training course at Fort Benning, Ga.

FAYVELLE SCHULMAN, former assistant to Leon Goldstein, publicity director of WMCA, New York, and more recently, assistant to Ed Levin in the Promotion and Publicity Department of the New York newspaper *PM*, has been named Publicity Manager of the newspaper.

JOHN LAMBUR, new to radio, and Bob Rawson are announcers of WIL, St. Louis.

BILL GAVIN, producer, formerly of KOMO-KJR, Seattle, is in San Francisco doing special production for KGO.

GLEN DOLBERG, manager of operations of KQW, San Francisco, has resigned.

The TEXAS RANGERS
Transcribed Library is on
KDAL
Duluth, Minn.
and other stations, large and small, coast to coast
Available also to agencies and advertisers. For full details, write
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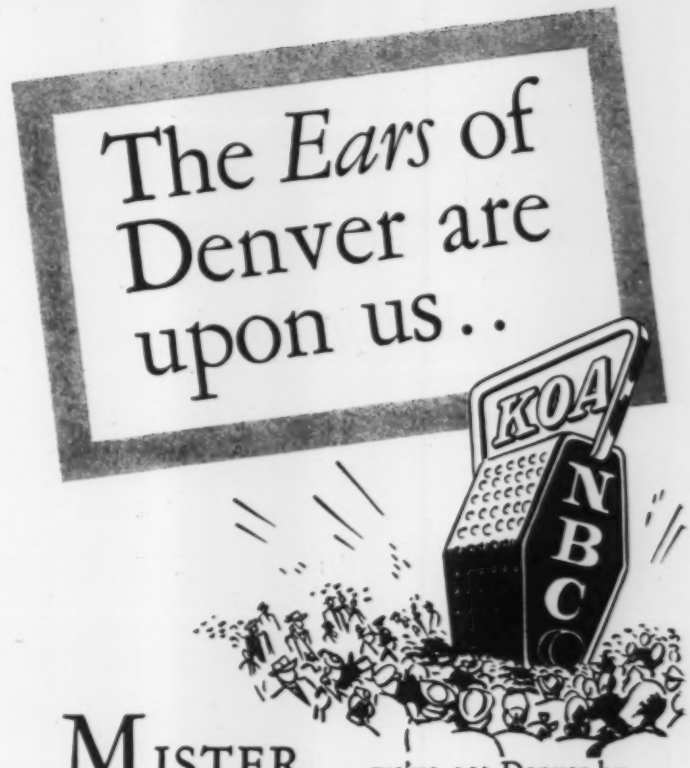

MISTER... we've got Denver by the ears... and how!

Here are a few miscellaneous facts gathered from the latest Hooper survey covering 55,854 homes within the Denver 5-cent telephone area:

- *73% of the time, KOA has more evening listeners than all other stations in Denver.*
- *The 10 top-rated daytime serial 5-a-week strips ... the 50 shows with the highest Denver Hooper ratings... are all on KOA!*
- *The 10 top-rated evening programs... the shows with the highest Denver Hooper ratings... also are all on KOA!*
- *Morning, noon, and night... KOA has more listeners in Denver than the second and third-ranking stations combined.*

And, when you consider that KOA has *10 times the power* of any other Denver station... it's easy to see why KOA delivers not only the greatest *Denver* audience... but also a vast majority of listeners in the rich Rocky Mountain and Plains States region.

50,000 WATTS
KOA
850 K.C. DENVER

From Every Vantage Point...

KOA is FIRST in DENVER!

ABC

Speaking of records . . . better check your supply of Presto recording discs and needles. Be ready for any delayed broadcast business that comes your way. Over 500 radio stations will shortly be ordering discs for the Fall season. We suggest that you order early and avoid the rush that often delays deliveries. Place your order with any branch of the Graybar Electric Co. or your local radio distributor.

NOTE:

No priority rating is necessary on disc orders. Presto replacement parts and service are still available on your A-3 maintenance rating.

PRESTO RECORDING CORP.
242 WEST 55th ST., N.Y.

In Other Cities, Phone . . . ATLANTA, Jackson 4372 • BOSTON, Hubbard 4910 CHICAGO, Harrison 4040 • CLEVELAND, Main 1565 • DALLAS, 3799 • DENVER, Champa 4377 • DETROIT, Main 1-0180 • HOLLYWOOD, Hillside 9233 • KANSAS CITY, Victor 4481 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wellington 4318 PHILADELPHIA, Pennypacker 0542 • ROCHESTER, Culver 9548 • SAN FRANCISCO, Sutter 2694 • SEATTLE, Seneca 2260 • WASHINGTON, D.C., Sheperd 4062

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

LEE PHILLIPS, announcer of WCAE, Pittsburgh, joins the Army Air Forces. Bob Peebles, WCAE announcer, leaves to take a job as program director of WKNE, Keene, N. H.

HOWARD BAILEY has been appointed program director of KFBK, Sacramento, replacing Larry Robertson. Fran Cartier, new to radio, joins the KFBK announcing staff.

GIL VERBA, announcer-supervisor, is the entry of KOA, Denver in the H. P. Davis National Memorial Announcer's contest, open to announcers of NBC owned and affiliated stations.

HUGH MUNCY, formerly with WSOY, Decatur, Ill., has joined KXEL, Waterloo, Iowa as farm editor.

JAY VICTOR has left the production department of WCAU, Philadelphia, to join the *March of Time* script staff.

SHERRY O'BRIEN has joined WDAS, Philadelphia, as sports director, succeeding Lanse McCurley, sports editor of the *Philadelphia Daily News*.

JOE DILLON announcer of WHAT, Philadelphia, has been elected president of the Broadcast Division in Philadelphia of the American Communications Assn. succeeding Louis Littlejohn, engineer of WFIL.

BILL STEWART, formerly of WASK, Lafayette, and a recent Purdue U graduate, has joined WOWO-WGL, Ft. Wayne as an announcer. Josephine Kelley also a recent Purdue U graduate has been added to the continuity staff.

JOHN RAYMOND replaces Bob Leonard as sports announcer of WSOY Decatur, Ill. Estil Dunn is junior announcer of WSOY.

DORIS TURNER of the publicity department of WFIL, Philadelphia, has married William R. Patterson.

MORRIS MOGELEVER, formerly with WNEW, New York, WBZ, Boston, WJAR, Providence the *Providence* (R. I.) *Tribune* and the *Newark Ledger*, has joined WTTM, Trenton, as head of its news bureau.

TOM CARR, formerly of the Yankee network has joined WTIC, Hartford. He will pinch hit for the station's sports commentator, Bob Steele, during the latter's vacation.

JERRY PIVEN, announcer of WDRC, Hartford, joins the Army Oct. 9.

S. P. STEWART, assistant news editor of WTIC, Hartford, has enlisted in the Army Reserve for civilian pilot training.

LUCY LONG, formerly scriptwriter of KPRC, Houston, has joined WWL, New Orleans, where she is currently doing a woman's program, *Unpublished Diary*, heard thrice weekly.

WARTIME programming problems were under scrutiny of these Western officials during a recent Hollywood conference. Confabbing trio (l to r) are Glenn Shaw, program director of KSL, Salt Lake City, Utah; Edwin W. Buckalew, western division field manager, CBS station relations, and Ralph Hardy, manager of program operations, KNX, Hollywood.

JERRY HOCKSTRA, has been appointed war program manager of KMOX, St. Louis.

HELEN ARGUE, formerly of the program department of CBC, Toronto, has been appointed a producer at the CBC studios at Vancouver.

ELSPETH CHISHOLM has joined the talks department of CBC national program office at Toronto. She has frequently appeared on CBC women's talks programs.

GERARD ARTHUR, assistant program director of CBC, Montreal, has been appointed French program liaison officer at the CBC headquarters, Ottawa.

KEN RAPIEFF, sports announcer of WICC, Bridgeport, is the father of a girl. Mrs. John Lomas, sales department secretary of WICC, is in volunteer defense work and is being replaced by Dorothy Whitehead. Howard Sullivan, assistant news editor, joined the Army Oct. 5.

HAL STROMWALL joins the announcing staff of WING, Dayton from WJIM, Lansing. Bud Hicks, WTCM, Traverse City, Mich. replaces him on WJIM. Howard K. Finch former WJIM chief announcer and production manager, is a second lieutenant in the Army Air Forces stationed at Kirtland Field Air Base, Albuquerque, N. M.

JACK HUBBARD, former continuity director of KFBB, Great Falls, Iowa, and former manager of WATW, Ashland Wis., has resigned as program director of KROS Clinton, Iowa.

HAROLD STEPENS, announcer-singer, formerly with WPG, WFPG, WBAB, Atlantic City has joined WLPM, Suffolk, Va.

ROY NEAL, announcer of WIBG, Philadelphia, joins the Army.

LARRY ROLLER, production manager of WJNO, Palm Beach, was awarded an Authorized Naval Recruiting Certificate by Lt. M. C. Rhodes of the Miami Recruiting Office during the Mass Induction ceremony broadcast by WJNO and WQAM, Miami. Stewart Cameron, special events head of WJNO, W. Palm Beach, has been appointed 1942 football coach for St. Ann's High School. Ralph Rogers, continuity chief of WJNO, W. Palm Beach, has joined WAPI, Birmingham, Ala.

JANE WESTON, conductor of women's participation programs on WOWO, Fort Wayne, is recruiting nutrition teachers to instruct classes of women at a County Civilian Defense project.

BILL O'CONNOR has joined WQAM, Miami, as fulltime announcer.

DENNIS HOWARD, formerly of WWPG, Palm Beach, Fla., and WGTM, Wilson, N. C., and a Chicago radio actor has joined KXL, Portland, Ore., as production manager.

VINCENT PALMERI, continuity editor of WELI, New Haven, has resigned to join Warner Bros., as assistant manager of its Roger Sherman Theatre, New Haven. Merritt Finch replaces him.

JEAN GAW and Shirley Cox, graduates of the Beck School for Radio, Minneapolis, are announcers of KGNF, North Platte, Neb. and KFNF, Shenandoah, Ia., respectively.

BILL HATCH, Hollywood musical director has been given that assignment on the weekly CBS *Screen Guild Theatre*, sponsored by Lady Esther Co., which starts Oct. 19. Bill Hampton is script editor.

CHARLIE ANDERSON, formerly announcer of KFI-KECA, Los Angeles, following completion of an officers' training course has received his commission as lieutenant in the Army Air Forces.

LARRY CHATTERTON, supervisor of announcers, KNX, Hollywood, is the father of a girl.

CHARLES MARION and Carl Foreman, Hollywood writers, have been added to staff of the weekly NBC *Time to Smile* with Eddie Cantor, sponsored by Bristol-Myers Co. (Ipana, Sal Hepatica).

St. John Returns

ROBERT ST. JOHN, NBC's London war reporter, returned to New York last week after a year in the British War Capital and is now vacationing "somewhere in America" to try to regain the 30 pounds he lost while abroad. Alex Drier, who formerly represented NBC in Berlin, and who has recently been broadcasting from Chicago, was on his way to London to replace St. John last week. In addition to his NBC duties in London, St. John worked as an ordinary laborer in a British War Factory, getting a close contact with the average men and women in England. After his day's work in the factory, he would change into business clothes and spend his evenings chasing news for his daily broadcast, given at 1:15 a.m., London time.

DO YOU KNOW YOUR IOWA MARKET?

← Get this latest survey now—FREE!

Do you know what station is "listened to most" by 55.7% of the Iowa radio audience? . . . Who writes to radio stations, and why? These and many other questions on a big market are fully answered in the "Iowa Radio Audience Survey". Impartial, informative, helpful. Get yours today, without obligation! Write!

CENTRAL BROADCASTING CO.

916 Walnut St. Des Moines, Iowa

SAVANNAH CLOTHIER Raymond Middleton, manager of the Schobilt Clothing Store, signs a year contract for a nightly quarter-hour newscast on WTOC, Savannah, Ga. With him are Bill Smart (l) WTOC production manager and Ben Williams, WTOC local sales manager.

Canada Ad Tax Ruling

SPECIAL contributed advertising for the forthcoming Third Victory Loan campaign can be charged up to above normal advertising expenses for income tax purposes, according to a new ruling of C. Fraser Elliot, Commissioner of Income Tax, Ottawa. Canadian advertisers are allowed 10% over normal advertising expenditures for wartime income tax purposes. The new ruling gives advertisers up to 15% but "special contributed advertising will not be regarded as such unless the advertising can be shown to be 90% given over to urging the purchase of bonds of the Third Victory Loan. The name of the sponsor-firm and some reference to its business activities or products may make up the remaining 10%. Industrial advertising including some slight reference to the Third Victory Loan will not be regarded as special contributed advertising."

Hands Across

KWG, Stockton, Cal., picked up and relayed a special War Bond appeal shortwaved from Hawaii by Col. Otto Sandman, commandant of Schofield Barracks recently, in cooperation with Fox Theaters during a special showing of *Wake Island*. The joint radio-movie enterprise sold $144,750 in bonds.

Government Manual

FALL edition of the U. S. Government Manual, a 700-page reference book on the creation and organization, functions and activities of the Federal Depts. and Agencies was released last week. It contains all changes through Sept. 1. Single copies are available at $1 from the Supt. of Document, Govt. Printing Office, Wash., D. C.

S.P. KETTLER
MANAGER
Stanton P. Kettler is his full name. Ever heard of him? Sure you have. "Pete", as we refer to him, was the station manager of WHIZ Zanesville, Ohio. Now he is moving into the managing directorship of WMMN. Efficient management— as much as power, location and frequency make radio advertising effective. Stanton Kettler knows radio! He also knows the Fairmont market. Get acquainted with "Pete"—he'll show you how to advertise and merchandise your product or service in the Monongahela Valley.
WMMN
FAIRMONT, W. VA.
Ask John Blair
Member CBS
FORT INDUSTRY STATION

NERN Dines Agency Heads

NEW ENGLAND REGIONAL NETWORK played host to some 200 Agency Radio Executives at a "coming out" luncheon at the Waldorf-Astoria, New York, last Wednesday. William B. Ziff, author of the current best-seller, *The Coming Battle of Germany*, who discussed the use of air power in modern warfare, was the only speaker at the luncheon, which was presided over by Paul W. Morency, general manager, WTIC, Hartford, and Chairman of the new regional network's Operating Committee. Sole commercial note was a large map showing primary and secondary coverage of NERN, which partially covered one end of the room.

'RCA Review' Suspends

SUSPENSION of publication for the duration has been announced by *RCA Review*, quarterly journal of the RCA Institutes Technical Press. With a large proportion of current research and engineering work in radio and electronics associated with the war effort, the editors explained they found discussion restricted. The last issue was dated April, 1942.

GRANTLAND RICE, dean of American sports authorities, has been signed for his 10th consecutive season as football commentator on the Cities Service Co., New York. On each broadcast, Rice discusses the important games scheduled for the following day and makes his own predictions on the outcomes. Agency is Lord & Thomas, New York.

Soldiers' Likes

(Continued from page 8)

tening by time zones weekends, with the peaks corresponding in general to the weekday listening. The table showing radio listening by hours of the day, weekdays, Monday through Friday, follows:

Radio listening by hour of the day: weekdays (Monday-Friday) (Percentages based on all men interviewed):

Morning Hours	*Reported Listening*	*Could Conveniently Listen*
	%	%
5:30-5:45	3	10
5:45-6:00	4	13
6:00-6:15	6	15
6:15-6:30	8	20
6:30-6:45	9	20
6:45-7:00	9	21
7:00-7:15	7	14
7:15-7:30	5	10
7:30-7:45	1	4
7:45-8:00	1	2
8:00-8:15	1	1
8:15-8:30	1	1
8:30-8:45	1	1
8:45-9:00	1	1
9:00-9:15	1	1
9:15-9:30	1	1
Midday Hours		
11:30-11:45	8	16
11:45-12:00	10	22
12:00-12:15	8	24
12:15-12:30	13	31
12:30-12:45	14	29
12:45- 1:00	10	21
1:00- 1:15	1	1
1:15- 1:30	1	1
1:30- 1:45	1	1
1:45- 2:00	1	1
2:00- 2:15	1	1
2:15- 2:30	1	1
Evening Hours		
5:00- 5:15	6	17
5:15- 5:30	6	21
5:30- 5:45	8	23
5:45- 6:00	10	28
6:00- 6:15	14	40
6:15- 6:30	14	44
6:30- 6:45	13	47
6:45- 7:00	15	51
7:00- 7:15	19	58
7:15- 7:30	19	60
7:30- 7:45	18	58
7:45- 8:00	18	61
8:00- 8:15	19	60
8:15- 8:30	19	61
8:30- 8:45	18	57
8:45- 9:00	18	59
9:00- 9:15	16	45
9:15- 9:30	15	45
9:30- 9:45	12	36
9:45-10:00	12	36
10:00-10:15	7	24
10:15-10:30	6	20
11:00-11:30	9	15

* All times are in terms of local time.

Educational Angles

The 21-page survey was concluded with a series of detailed tables showing radio likes and dislikes by education and residence of enlisted men. These studies, it was stated, permit an examination of the educational differences in radio preferences. The men were classified by educational background and men of each educational level were subdivided by size of the community they called home.

In the classical music field, it was found that 47% of the high school graduates or those who had attended college, in communities of 25,000 or more preferred it. In towns of less than 25,000, the percentage was 32. Thirty percent in the larger communities and 34% in the smaller ones did not know, while 23% in the larger communities and 34% in the smaller disliked classical music.

The ratio of those who liked classical music tapered off as education lessened. Of enlisted men who had some high school education, 30% in the larger communities liked classical music and 19% in the smaller communities. Those who had no preference aggregated 34% in the larger communities and 36% in the smaller. Those who definitely disliked classical music aggregated 36% in the larger cities and 45% in the smaller ones.

Enlisted men who had grade school education only preferred classical music to the extent of 31% in the larger cities and 25%

WARTIME SERVICE volunteered by WHAT, Philadelphia, and members of the staff man the dawn patrol of the Salvation Army's mobile canteen which serves coffee and doughnuts to soldiers and sailors on guard throughout the city from 12 midnight to 7 a.m. Announcers Joe Dillon and Joseph Grady look on as Milton Laughlin, WHAT general manager, receives canteen keys from Mrs. Brig. Gen. Hepburn of the Salvation Army.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

**Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

WBNX New York 5000 Watts

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today!

● The picture has changed for Southern California! KMPC is now one of the "first three" Los Angeles stations in power, prestige, coverage . . . but only fifth in cost!

KMPC ★

LOS ANGELES ★ 710 KC

10,000 WATTS

AFFILIATED IN MANAGEMENT WITH WJR DETROIT AND WGAR CLEVELAND ★ NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

in the smaller ones. Those who had no opinion aggregated 32% in the larger cities and 33% in the smaller, while those who disliked it totaled 37% in the larger and 42% in the smaller.

Popular music, such as "sweet or dance music and tunes of today," stood highest in the preferences by educational groups. Those who graduated from high school or attended college liked it to the extent of 94% both in large and small cities. No preference was expressed by approximately 5% while those who disliked it totaled only 1% in the larger cities and 2% in the smaller ones.

Ninety-three percent of the enlisted men from cities of 25,000 or more who had some high school training liked popular music, while 86% from communities of 25,000 or less showed a similar liking. The same general averages prevailed for those with grade school training.

In the swing class (hot, scat, jive) of high school graduates or those who attended college, a total of 59% from the larger cities and 63% from the smaller ones preferred it. About 22% didn't care, while 18% from the larger cities and 15% from the smaller didn't like it. Those who had had some high school training liked swing music to the extent of 65% in the larger cities and 63% in the smaller ones; approximately 20% had no choice, while 16% disliked it. Those with grade school education liked it to the extent of 65% from the larger cities and 62% from the smaller ones; about 22% didn't care, and 12% from the larger cities and 16% from the smaller cities didn't like it.

In the old familiar music category, (ballads, folk songs, spirituals, hymns, tunes of long ago) the better educated enlisted men liked it approximately 54%; had no choice, about 30%, and disliked it about 16%. The same relative ratios held for those with high school and grade school training.

Hillbilly Music

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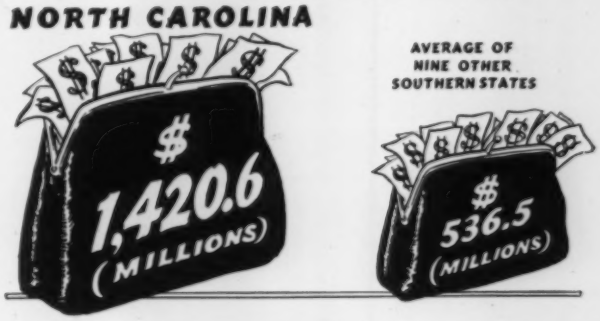

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7:00-7:15	7	14
7:15-7:30	5	10
7:30-7:45	1	4
7:45-8:00	1	2
8:00-8:15	1	1
8:15-8:30	1	1
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5:30- 5:45	8	23
5:45- 6:00	10	28
6:00- 6:15	14	40
6:15- 6:30	14	44
6:30- 6:45	13	47
6:45- 7:00	15	51
7:00- 7:15	19	58
7:15- 7:30	19	60
7:30- 7:45	18	58
7:45- 8:00	18	61
8:00- 8:15	19	60
8:15- 8:30	19	61
8:30- 8:45	18	57
8:45- 9:00	18	59
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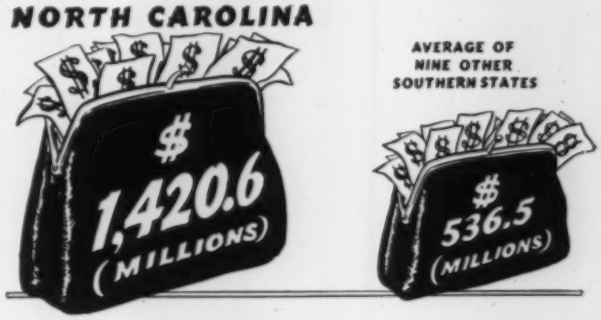

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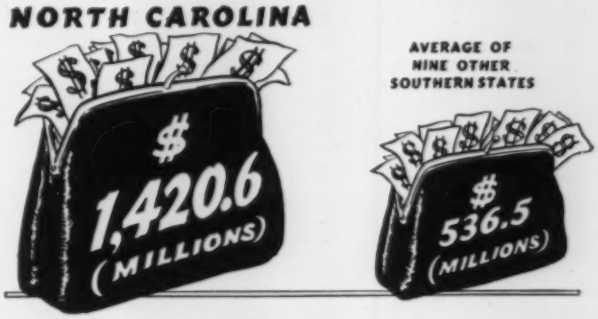

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Want Their Fun

Another upward surge was shown for comedy programs in all groups. These were described as "gags, skits, and plays to make you laugh". Among the first category (high school graduate or attended college) 87% from the larger cities liked them as against 88% from the smaller cities. No opinion was expressed by 10% from the larger communities and 8% from the smaller. Only 3% from the larger cities disliked them and 4% from the smaller cities.

Those with some high school education: Like, 91% and 86%; no preference, 5% and 8%; dislike, 4% and 6%.

In the grade school education category the percentages were: Like, 81% and 80%; no preference, 16% and 14%; dislike 3% and 6%.

Quiz programs did not figure any too well. In the "high school graduate or attended college" class, the percentages were: Like, 55% and 62%; no opinion, 24% and 22%; dislike 21% and 16%. Among those having some high school, they were: Like, 61% and 61%; no opinion, 21% and 25%; dislike, 18% and 14%. Those with grade school: Like, 55% and 53%; no opinion, 29% and 31%; dislike, 16% and 16%.

Serials Not So Popular

Serial dramas, better known as soap operas, but described in the survey as "stories that are continued from one broadcast to another" showed up this way: High school graduate or attended college: Like, 11% and 9%; no opinion, 21% and 26%; dislike, 68% and 65%. Some high school: Like, 20% and 16%; no opinion, 23% and 26%; dislike, 57% and 58%. Grade school education: Like, 30% and 22%; no opinion, 30% and 33%; dislike, 40% and 45%.

In the category of radio plays, described as "dramatic programs that are completed in one broadcast", the averages were:

High school graduate or attended college: Like, 73% and 60%; no opinion, 17% and 25%; dislike, 10% and 15%. Some high school education: Like, 65% and 61%; No opinion, 22% and 23%; dislike, 12% and 15%. Grade school education: Like, 59% and 53%; no opinion, 29% and 32%; dislike, 13% and 16%.

News, described as "reports and comments on current happenings" also showed a high percentage in all groups. High school graduates or those who attended college: Like 89% and 91%; no opinion, 8% and 8%; dislike, 3% and 1%. Some high school education: Like, 85% and 87%; no opinion, 11% and 8%; dislike, 4% and 5%. Grade school education: Like, 84% and 81%; no opinion, 14% and 15%; dislike, 2% and 4%.

In the sports field, covering news and reviews of sports, scores, play-by-play descriptions of games, etc., the percentages were: High school graduate or attended college: Like, 71% and 72%; no opinion, 21% and 20%; dislike, 8% and 8%. some high school education: Like, 74% and 69%; no opinion, 16% and 20%; dislike, 10% and 11%. Grade school education: Like 72% and 58%; no opinion, 22% and 26%; dislike, 6% and 16%.

The final analysis covered special events, described as "on-the-spot descriptions of ceremonies, etc." The percentages were: High school graduate or attended college: Like, 39% and 41%; no opinion, 38% and 38%; dislike, 23% and 21%. Some high school education: Like, 42% and 37%; no opinion, 36% and 38%; dislike, 22% and 25%. Grade school: Like, 43% and 34%; no opinion, 35% and 44%; dislike, 22% and 22%.

The number of enlisted men included in the radio survey sample, and the camps covered were as follows:

Bragg, N. C., 121; Croft, S. C., 144; Devens, Mass., 210; Grant, Ill., 189; Hill, Va., 275; Houston, Tex., 219; Lee, Va., 144; Lewis, 40th Division, Wash., 195; Lewis, 44th Division, Wash., 217; Livingston, La., 202; Meade, Md., 190; Obispo, Cal., 187; Pine, N. Y., 279; Polk, La., 222; Warren, Wyo., 276; Wood, Mo., 216; Total, 15 camps, 3286.

SETTLING DETAILS of *My Mother and I*, 15-minute 5-weekly program for Grape-Nuts Wheat-Meal on WEVD, New York, are (l to r): Ed Merrill, of Young & Rubicam; Joseph Jacobs, head of Joseph Jacobs Jewish Market Organization; J. W. Schmalz, metropolitan sales manager of General Foods Corp.; Howard M. Chapin, associate advertising manager of General Foods, in charge of Wheat-Meal; Ed Murtfeldt, General Foods advertising department.

Serial Promotion

DURING THE LAST few weeks in September and first week in October, Blackett-Sample-Hummert has been placing four-inch advertisements on varied schedules on the radio page of local newspapers, calling attention to the local NBC station carrying the "two new exciting features", *Just Plain Bill* and *Front Page Farrell*. The programs, sponsored respectively by Anacin Co. and Kolynos Co., started on 50 NBC stations Sept. 14.

SAG Radio Ruling

VETOING personal appearances without pay on all radio shows, unless such have been cleared by Hollywood Victory Committee, the Screen Actors Guild during its annual meeting Sept. 27, in that city, sought to insure members from possible exploitation..

AP

WSB, Atlanta, Ga.

. . . AP radio wire gets better by the minute . . . you're doing a fine job.

Doug Edwards, News Editor.

available through PRESS ASSOCIATION, INC. 50 Rockefeller Plaza New York, N.Y.

IRVHURYA UP

COVERS NORFOLK AND RICHMOND IN VIRGINIA WITH 50,000 WATTS DAY AND NIGHT PLUS COLUMBIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

The SONG HITS from Walt Disney's Feature Picture

Bambi

★ Love Is a Song
★ Twitterpated
★ Thumper Song
★ Let's Sing a Gay Little Spring Song
★ Little April Shower

Broadcast Music, Inc.
580 Fifth Avenue
New York City

We have the peak soil conductivity in the U. S. —plus the Joe Louis "punch" of a 580 kc frequency. The result is RESULTS!

WIBW The Voice of Kansas in TOPEKA

Meet the LADIES

GERTRUDE TALBOT

TEACHING SCHOOL evidently held no allure for Mrs. Gertrude Talbot. She left it after a year to do stenographic work in a publishing house. One year of taking dictation was also enough and her next step was to start filing and proof reading for Van Sant, Dugdale & Co., Baltimore, where she is now space and timebuyer.

Born in Anderson, S. C., Gertrude Talbot attended Langley High School, claiming modestly that her main activity was basketball. She then made the U of Georgia her alma mater.

At Van Sant, Dugdale & Co. for nine years, Mrs. Talbot has been space and timebuyer for the last three years. Her accounts include Sherwood Brothers, Schulderberg-Kundle, Crosse & Blackwell, McCormick's, Glenn L. Martin, Black & Decker, National Radio Institute.

Talent runs in the family. Mrs. Talbot's sketch above was done by her daughter, Mary. Her hobbies are swimming and reading.

OWI Football Messages

AS AN AID in delivering the various war mesages during all football broadcasts the Radio Bureau of the Office of War Information has mailed a questionnaire to all stations signed by William B. Lewis, bureau chief, requesting a list of all local football broadcasts and their sponsors, to obtain cooperation in the campaign planned. This plan is a continuation of the baseball allocation plan which scheduled war messages on locally sponsored baseball broadcasts.

Grove News

GROVE LABS., St. Louis (Bromoquinine), has started sponsorship of thrice-weekly quarter-hour newscasts by Norman Barry on WMAQ, Chicago, and by Donald McGibeny on WBBM, Chicago in addition to five-minute news programs six days a week on WBBM by John Harrington. Agency is Russel M. Seeds Co., Chicago.

Yeast Discs

NORTHWESTERN YEAST Co., Chicago is using copy on *Songs of a Dreamer*, transcribed musical program on 15 Midwestern stations [BROADCASTING, Aug. 24], to explain the absence of its granular Maca yeast from the consumer market due to military demands for the product. Promotion of dry cake Yeast Foam and Magic Yeast has been substituted "for home front use". Agency is MacFarland, Aveyard & Co., Chicago.

Store Tries Radio

USING radio for the first time, Union-May-Stern, St. Louis department store, is sponsoring *Broadway Canteen*, 15-minute record show, each Monday, Wednesday, and Friday over KSD, that city. Thus the station becomes the store's exclusive radio outlet. Record numbers will be chosen on the basis of popularity polls conducted in camps throughout the country.

ANOTHER GILLIN, Bill, brother of John Gillin, manager of WOW, Omaha, signs a sponsor for KLZ, Denver, where he is on the commercial staff. Contract, signed by Dave Cohen, Denver Jewelry Co., calls for 1485 announcements. Max Goldberg, left, is the agency.

A NEW ROSE has been named after Mary Margaret McBride, who conducts a women's program on WEAF, New York. Originator of the rose is Charles H. Perkins, president, Jackson & Perkins Co., Newark, New York.

Bond Bread Buying

GENERAL BAKING Co., New York (Bond bread), has placed one-minute and half minute transcribed announcements on KCMO, Kansas City; WAVE, Louisville; WSTV, Steubenville, Ohio; WTOL, Toledo; WKY, Oklahoma City; KTUL, Tulsa; WHKC, Columbus, 25 to 45 times a week, in addition to participation on home-making programs on WHKC, Columbus, and WHB, Kansas City. Mitchell-Faust Adv. Co., Chicago, is agency for the Central and Southwest divisions of the company.

Tribute Circularized

A QUARTER OF A MILLION or more pamphlets quoting a recent broadcast by Arthur Hale, commentator, on MBS' *Confidentially Yours*, will be distributed throughout the country by The Boy Scouts of America. Hale paid tribute to the Boy Scout movement, particularly to continued activities of the organization in Nazi-occupied countries.

On WGN It's News... **Plus!**

● WGN regularly supplements its news broadcasts with informal and authoritative talks with men and women who have played important roles in current events.

For instance, during the week of September 21, 1942, the following guests appeared on the regular WGN news broadcasts: 1—one of the two WAACs in Chicago; 2—a Dutch aviator; 3—Chas. O. Van der Plas, former Governor of East Java; and 4—Sir Ian Frazier, director of the BBC.

Consequently, Chicago and midwestern listeners turn first to WGN for news.

A Clear Channel Station

50,000 Watts 720 Kilocycles

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

Buffalo's Most Powerful Transmitter Plant

MAKES

WKBW

Buffalo's only

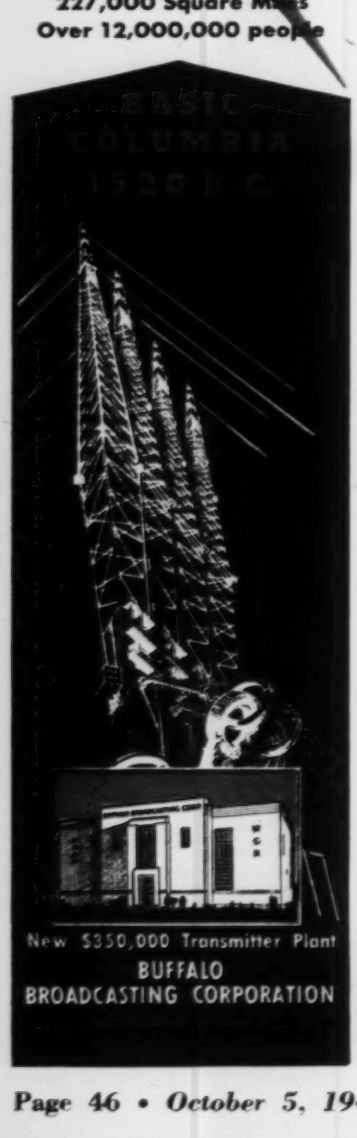
50,000

WATT STATION

Blanketing 11 Eastern Seaboard States

227,000 Square Miles

Over 12,000,000 people



New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

NOT CABBAGES AND KINGS, but advancement of the war effort through coordination of sponsored network programs produced by J. Walter Thompson Co. was discussed by these lunching executives during a recent Hollywood conference. Conferring executives of that agency are (l to r), Daniel Danker, Southern California vice-president in charge of radio; Norton W. Mogge, Los Angeles office manager; Stanley Resor, president of the organization; Norman Strouse, San Francisco executive.

Blue Servicemen

THE BLUE NETWORK last week added ten names to its list of men who have gone into the Armed services from the network. Joining the Army are: Robert Thompson, Richard Bender and Charles A. Imperial, New York mail room; Jack Swineford and Lynn Brandt, Chicago announcing staff; Clarkson Thompson, Hollywood traffic department; John A. Galbraith, San Francisco announcer staff, and Aaron Rubin, New York accounting Staff. In the Navy are A. Lloyn Hockin Chicago engineer, and Robert B. Jones, Jr., New York station relations. Douglas MacKinnon, formerly of the BLUE script division, has joined the Army Intelligence service.

COVERING Portland and Maine's major markets . . . a consumer market which has mushroomed in size and is steadily growing . . . where DOLLARS are being spent.

5000 WATTS—560 KC

CBS

National Representatives

PAUL H. RAYMER CO.

In Maine they tune in

WGAN PORTLAND

FDR Opens Chest Drives

PRESIDENT Roosevelt, will open the nation's War Chest and Community chest campaigns throughout this country and Canada in a broadcast over the four major networks, Monday, Oct. 5, 10:30-11 p.m. Preceding the President's talk, the Philadelphia Symphony Orchestra, will be heard, followed by a special production of the CBS serial *Blondie*, in which "Blondie" and "Dagwood", after a series of difficulties, obtain pledges for the community chest. The regular *Blondie* series is sponsored by R. J. Reynolds Tobacco Co. Title of the four-network program is *Community Mobilization for Human Needs.* The campaigns are seeking to raise $170,000,000.

Pop Corn Spots

CONFECTIONS Inc., Chicago (Old Style Pop Corn), is testing with transcribed musical spot announcements by Wendell Hall, vocalist, on WLW WISH WJR WKZ WBOM WTAM WSBT, using 40 announcements during a two-month period on each station. As soon as distribution is complete in those areas, the company plans to expand to Chicago, Milwaukee and selected markets in North and South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Pennsylvania, West Virginia and New York. Agency is Raymond C. Hudson & Assoc., Chicago.

SZATH-MYRI records for LANG-WORTH

Shortwave War

(*Continued from page 12*)

and one in Italian and English daily and one in Polish and Finnish weekly. These open and close to strains of Yankee Doodle. They are transmitted shortwave from New York, recorded here, then broadcast on a suitable schedule. They are exceedingly well done. Their news and interpretations are honest and they are well recived in Europe.

But voice quality is lost not only in transatlantic transmission but in the recording process. It would be better if pickups could be made direct and rebroadcasting done without intercession of recordings.

And it would be far, far better if more broadcasts of "This Is the United States of America Calling Europe", as the opening line, with the fanfare, could be carried over BBC's European service networks. Time should and can be made available for more of them, and British radio officials recently turned from conferences on the subject in the United States indicate recommendations are going forward to that effect.

The propaganda objective is a common one, so the British can ill afford to be niggardly with their time. Moreover, 75% of time on the European service is news, the rest dramatizations and incidental music; it is not and should not be entertainment service in any sense, though listener interest technique is the prime requisite.

There are even some experts who assert on the basis of both British and American reports on listening and on word of mouth distribution of radio news picked up in Europe that an American accent in French or German actually gives our news and commentaries more credence. This technique allays suspicion that it is coming from the English or from discredited refugee sources using BBC channels subterfuged as American.

It takes no expert to recognize how technically simple it would be to tie in shortwave language broadcasts from America with BBC's already established system which is working well. This relay setup plus our own direct emanations on multiple shortwaves would provide all the transmission avenues needed. But our news output absolutely must be coordinated with the British to avoid overlapping and needless repetition.

SENSATIONAL!

After 3 years of continuous Broadcasting

THE AMERICAN INSTITUTE OF FOOD PRODUCTS

is proud to announce that

DOCTOR WALTER H. EDDY

Nationally Known Food and Nutrition Expert

FOOD FORUM

NOW ON WOR 4:30 P. M.

Mon. thru Fri.

Agencies

RUTHRAUFF & RYAN, New York, last week announced three new producers joining its staff. Knowles Entrikin, former free-lance producer, will produce *The Adventures of Ellery Queen*, NBC series sponsored by Emerson Drug Co., Baltimore. New production-supervisor of *The Quiz of Two Cities*, sponsored in various markets by Noxzema, will be Addison Smith, formerly of Ted Bates Inc. and Benton & Bowles, New York. Third producer, who will work on the Emerson Drug Co.'s *Vox Pop* program is Bob Byron, m.c. of his own programs on WHN, New York, and previously with CBS.

WILLIAM R. STUHLER, former vice-president in charge of the Radio Division of A. & S. Lyons Inc., New York has resigned his position, announcing no future plans. Succeeding him is William Tuttle, formerly in the radio division of Lyons, while Richard Barrett, who recently joined Lyons, will condle the firm's radio programs both in New York and in Los Angeles.

SHIRLEY BERGMAN, formerly on the production staff of CBS, has joined the radio department of Lord & Thomas, New York.

L. RAOUL DAIGENEAULT, director of French Publicity in the Montreal office of J. Walter Thompson Co., has been loaned to the Canadian government to assist in the administration of the Wartime Prices & Trade Board, according to an announcement by Samuel W. Meek, vice-president in charge of International Operations of the agency.

CAROL IRWIN, Director of Daytime Radio for Young & Rubicam, New York, has been promoted to an executive position in the agency's contact department, which is supervised by Louis Brockway. Miss Irwin will be an account executive on the Cereal Division of General Foods Corp., while her duties will be taken over by Woody Klose, former Assistant Manager of daytime radio.

THOMAS F. HARRINGTON, Vice-President and Radio Director of Young & Rubicam, New York, is on the West Coast for four or five weeks to supervise the openings this week of the agency's fall shows, Jack Benny for Grapenuts, and Eddie Cantor for Ipana and Sal Hepatica on NBC, and Burns and Allen for Swan Soap on CBS.

H. G. McCOY and J. Vance Babb, public relations representatives of N. W. Ayer & Son, New York, have been named associate directors of the agency's public relations department. William G. Haworth, who for six years has had his own publicity firm, has joined Ayer in the same department.

RICHARD DIGGS, onetime Hollywood radio director of Lennen & Mitchell, and currently assigned to the radio division of the Office of War Information, San Francisco, is the father of a boy.

ANTON HARDT II, New York producer of Young & Rubicam, has been assigned to the weekly NBC *Time to Smile* with Eddie Cantor, sponsored by Bristol-Myers Co. (Ipana, Sal Hepatica). Series resumed Sept. 30 from Hollywood.

RALPH HEINEMAN, formerly head of his own agency by the same name, has joined Ruthrauff & Ryan, Chicago, in charge of apparel accounts.

JACK MILES, for three years on the staff of the *New York World-Telegram*, and previously with NBC's press department, on Oct. 1 joined the publicity department of Young & Rubicam, New York, headed by Bill Thomas.

FARAON J. MOSS, having been commissioned a first lieutenant in the Army Medical Administrative Corps, has discontinued his Hollywood advertising agency for the duration. He is currently stationed at Camp Grant, Ill. Accounts formerly serviced by his organization have been turned over to Allied Adv. Agencies, Los Angeles.

HENRY KLEIN, of Philip Klein, Philadelphia, is writing the *Mister Mystery* programs sponsored by Parisian Clothiers on WFIL, Philadelphia.

MARY GARVIN, Hollywood manager of Ward Wheelock Co., is recuperating from an appendicitis operation.

BROOK ADV. AGENCY, Los Angeles, has moved to 416 W. Eighth St., Telephone is Trinity 0558.

PAUL LAZARUS Jr., formerly in charge of trade paper advertising and sales promotional activities for Warner Bros., New York, has joined Buchanan & Co., New York, as a copywriter in the agency's motion picture division.

WALTER J. WEIR, former vice-president in charge of copy of Lord & Thomas, New York, who resigned in August, has joined Kenyon & Eckhardt, New York in an executive capacity according to Thomas D'Arcy Brophy, president. Mr. Weir previously was with J. M. Mathes Inc., Sherman K. Ellis Co., and N. W. Ayer & Son, New York.

SCOTT FARON, formerly account executive of Ward Wheelock Co., Philadelphia, where he handled the Stephen F. Whitman and Palmolive accounts, has joined the *Saturday Evening Post*, Philadelphia, as manager of publicity.

Form Lewis & Gilman

PAUL L. LEWIS and Wesley A. Gilman, vice-presidents of N. W. Ayer & Son, Philadelphia, since its incorporation in 1929, have resigned to establish their own agency in Philadelphia under the name of Lewis & Gilman. Offices will be maintained at 1528 Walnut Street. For eight years Mr. Lewis managed the copy department of Ayer's Philadelphia office and for five years headed the service for the Ford account. Mr. Gilman was formerly manager of the Boston office and later in charge of sales and service in the Philadelphia office.

Bloom Named V-P

JOSEPH E. BLOOM, former account executive of Weiss & Geller, New York, has been appointed vice-president in charge of media and radio for the agency, succeeding Sidney Alexander, who has joined Columbia Pictures. Mr. Bloom previously was with Biow Co. and Federal Adv. Agency, and on the sales staff of *American Weekly* magazine. Newly appointed spacebuyer at Weiss & Geller is Helen Black, formerly of Brown & Thomas, New York.

JOHN W. LOVETON former radio program director of Ruthrauff & Ryan, New York, has joined the radio department of Lord & Thomas, New York. Mr. Loveton has directed such programs as the *Court of Missing Heirs*, *Goodwill Hour*, *The Shadow*, and *Aunt Jennie's* daytime serial.

Buffalo's Most Powerful Transmitter Plant

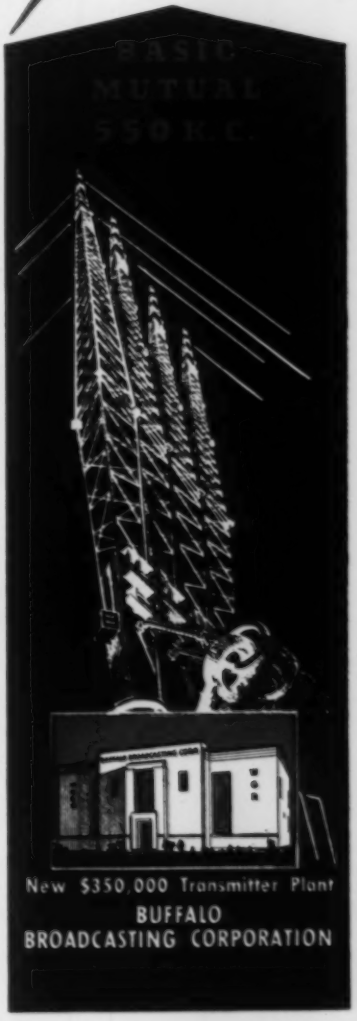
GIVES

WGR

BUFFALO'S LARGEST REGIONAL COVERAGE

5000 WATTS BY DAY

1000 WATTS DIRECTIONALLY INTENSIFIED BY NIGHT



New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

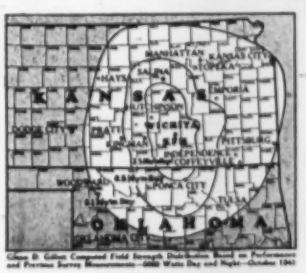
HER DAD RUNS A "BOOM TOWN" AVIATION SCHOOL

Carolyn Kay Cline is a **"BOOM BABY WITH A FUTURE"** *because she was born in boom times in the boom town of Wichita. Her dad, Nathan R. Cline, operates "Aviation Industries", leading Wichita aviation school. "We're building solidly for the future," says Mr. Cline. Wichita's boom of today is here to stay!*

Photo by Marcus

For years Wichita has been the Oil Capital of Kansas (Kansas is 4th in U.S.A. oil production)—Wichita has always been a great wheat and livestock center—now, in addition, it has become the great aviation center of the middle-west (approximately 100 acres of plane manufacturing plants).

There is *solid* growth in the Wichita area—in population and in wealth. You can make solid sales gains here by using Station KFH—the only full time 5000-watter in Kansas.



That Selling Station In Kansas' Biggest, Richest Market

K F H

WICHITA

CBS . . . 5000 WATTS DAY & NIGHT

CALL ANY EDWARD PETRY OFFICE

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WKZO, Kalamazoo

American Industries Salvage Committee, New York, 59 *sa*, thru McCann-Erickson, N. Y.
Berghoff Brewing Co., Fort Wayne, Ind., 5 *ta* weekly, 10 weeks, thru L. W. Ramsey Co., Chicago.
Dr. W. B. Caldwell Inc., Monticello, Ill., 52 *ta* weekly, 1 year, thru Sherman & Marquette, Chicago.
Carter Products, New York (drugs), 5 *ta* weekly, 27 weeks, thru Ted Bates, N. Y.
Chamberlain Sales Corp., Des Moines (lotion), 3 *sa* weekly, 26 weeks, thru Cary-Ainsworth, Des Moines.
Feminine Products, New York (Arrid), 2 *ta* weekly, 15 weeks, thru Small & Seiffer, N. Y.
Foley & Co., Chicago (cough syrup), 6 *sp* weekly, 13 weeks, thru Lauesen & Salomon, Chicago.
Manhattan Soap Co., New York (Sweetheart) 8 *sa* weekly, 13 weeks, thru Franklin Bruck Adv. Corp., N. Y.
Willard Tablet Co., Chicago (drugs), 3 *sp* weekly, 10 weeks, thru First United Broadcasters, Chicago.
Emmco Insurance Co., So. Bend, 6 *ne* weekly, 1 year, thru MacDonald-Cook Co., South Bend.

KMMJ, Grand Island, Neb.

Sterling Insurance Co., Chicago, 6 *sp* weekly, 1 year, thru E. H. Brown Adv. Agency, Chicago.
Inter-State Nursery, Hamburg, Ia., 24 *sp* weekly, 15 weeks, direct.
Sunway Vitamin Co., Chicago, 9 *sp* weekly, 1 year, thru Sorensen & Co., Chicago.
O. A. Cooper Co., Humboldt, Neb. (feeds), 6 *sa* weekly, thru France & Duff, Omaha.
Haskins Bros. & Co., Omaha, (Blue Barrel & Spark soap), 6 *sa* weekly, thru Sidney Garfinkel Adv. Agency, San Francisco.
Garst & Thomas, Coon Rapids, Ia. (seed corn), 6 *sa* weekly, thru R. J. Potts-Calkins & Holden, Kansas City.
Robinson Seed Co., Waterloo, Neb., 6 *sa* weekly, 13 weeks, thru E. H. Brown Adv. Agency, Chicago.
Pollock-Key Co., Fort Scott, Kan. (overalls), 6 *sa* weekly, 26 weeks, thru McJunkin Adv. Agency, Chicago.
Vick Chemical Co., New York (cough drops), 3 *ta* weekly, 20 weeks, thru Morse International, N. Y.

WJZ, New York

Wesson Oil & Snowdrift Co., New Orleans (Wesson salad oil), 15 *ta* weekly, thru Kenyon & Eckhardt, N. Y.

KPO, San Francisco

Haas Bros., San Francisco (food products), 5 *sp* weekly, thru Leon Livingston Adv. Agency, San Francisco.
National Funding Corp., Los Angeles 3 *sp* weekly, thru Smith & Bull, Los Angeles.
Pan American Coffee Bureau, New York 5 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Kaiser Co. Inc., San Francisco (housing) 6 *sp* weekly direct.
Pure Food Co., Mamaroneck, N. Y. (Herb-Ox Bouillon cubes), 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Acme Breweries, San Francisco 4 *sp* weekly, thru Brisacher, Davis & Staff, San Francisco.
Johnson & Johnson, New Brunswick, N. J. (first aid products), 5 *sa* weekly, thru Young & Rubicam, N. Y.
Doubleday-Doran & Co., New York (books), 6 *sp* weekly, thru Huber Hoge & Sons, N. Y.
Mentholatum Co., Wilmington, Del. 3 *sa* weekly, thru J. Walter Thompson Co., N. Y.
Curtis Publishing Co., Philadelphia, Pa., (*Saturday Evening Post*) 3 *sa* weekly, thru BBDO, N. Y.
Larus & Bro. Co., New York (Domino cigarettes), 2 *sa* weekly, thru Warwick & Legler Inc., N. Y.
Pioneer Beverage Co., Oakland, Cal. (Golden Bridge), weekly *sa*, thru Ryder & Ingram, Oakland.

CKCL, Toronto

Grove Labs., St. Louis (Bromo-Quinine), 2 *sa* daily, thru Russel M. Seeds Co., Chicago.
Vick Chemical Co., Greensboro, N. C. (Vaporub) 6 *ta* weekly, thru Morse International, N. Y.
Dr. Bell Wonder Medicine Co., Kingston, Ont. (proprietary) 3 *t* weekly, thru Dominion Broadcasting Co., Toronto.
Philadelphia & Reading Coal Co., Philadelphia (coal), 6 *sa* weekly, thru McKee & Albright, Philadelphia.
Royal Canadian Air Force, Ottawa *t*, thru E. W. Reynolds & Co., Toronto.
Pacquin Inc., Montreal (hand lotions), 2 *t* weekly, thru Ronalds Adv. Agency Ltd., Toronto.
Dr. J. O. Lambert Ltd., Montreal (medicinal) *t* weekly, thru J. E. Huot Reg., Montreal.
Kresge's Ltd., Toronto (chain stores), 3 *sp* weekly, direct.
Thomas J. Lipton Ltd., Toronto (tea soup), 6 *ta* weekly, thru Vickers & Benson, Toronto.
Ex-Lax Mfg. Co., Brooklyn (laxative), 2 *ta* daily, thru Cockfield-Brown & Co., Montreal.

WJJD, Chicago

Chicago Air College, Chicago, 6 *sp* weekly, 13 weeks, thru M. A. Ring Adv., Chicago.
Lamb & Lamb Publishing Co., Chicago, 6 *sp* weekly, thru Gourfain-Cobb Adv. Agcy. and Irving J. Rosenbloom Adv., Chicago.

WLW, Cincinnati

Peabody Co., Mendenhall, Miss., 6 *sp* weekly, 31 weeks, thru Southern Adv. Agency, Mendenhall, Miss.
Fashion Frocks, Cincinnati, 3 *sp* weekly, 3 weeks, thru Franklin Bruck Adv. Corp., N. Y.
Manhattan Soap, New York, 3 *sp* weekly, 12 weeks, thru Franklin Bruck Adv. Corp., N. Y.
Foster-Milburn Co., Buffalo, (drugs) 3 *sa* weekly, 52 weeks, thru Spot Broadcasting, Inc., N. Y.
Confections Inc., Chicago 40 *ta*, thru Raymond C. Hudson & Assoc., Chicago.
Lutheran Laymens' League, St. Louis, 1 *sp* weekly, 26 weeks, thru Kelly, Kahrndt & Kelly, St. Louis.
Smith Bros., Poughkeepsie, N. Y. (cough drops), 6 *sp* weekly, 20 weeks, thru J. D. Tarcher, N. Y.
Quaker Oats Co., Chicago, 3 *sp* weekly, 26 weeks, thru Sherman K. Ellis Inc., Chicago.
Candy Bros., St. Louis, (cough drops) 25 *sa* weekly, 20 weeks, thru H. W. Kastor & Sons, Chicago.
Maryland Pharmaceutical Co., Baltimore, (Rem, Rel), 7 *sa* weekly, 26 weeks, thru Joseph Katz Co., Baltimore.
Beaumont Co., St. Louis (proprietary), 14 *sa* and 1 *sp* weekly, 22 weeks, thru H. W. Kastor & Sons, Chicago.
Pinex Co., Ft. Wayne, Ind., 10 *sa* weekly, 22 weeks, thru Russel M. Seeds Co., Chicago.
American Products Co., Cincinnati, (Zanol products), 6 *sp* weekly, 13 weeks, thru E. H. Brown Adv. Agency, Chicago.
Ball Bros., Muncie, Ind., (glass jars), 6 *sp* weekly, 5 weeks, thru Applegate Adv. Agency, Muncie, Ind.
Sterling Insurance Co., Chicago, 7 *sp*, 6 *sa* weekly, 52 weeks, thru E. H. Brown Adv. Agency, Chicago.
Pan American Coffee Bureau, New York, 3 *sp* weekly, 13 weeks, thru J. M. Mathes Inc., N. Y.
Vick Chemical Co., New York (Vaporub), 5 *sp* weekly, 26 weeks, thru Morse International, N. Y.

KFRC, San Francisco

Acme Breweries, San Francisco, weekly *sp* and 7 *sa* weekly, thru Brisacher, Davis & Staff, San Francisco.
Quaker Oats Co., Chicago (Aunt Jemima), 6 *t* weekly, thru Sherman K. Ellis & Co., Chicago.
Foreman & Clark, Los Angeles (clothing), 7 *sa* weekly, thru Bostford, Constantine & Gardner, Los Angeles.
Langendorf United Bakeries, San Francisco, 7 *ta* weekly, thru Ruthrauff & Ryan, San Francisco.
Fontana Food Products, San Francisco (macaroni), weekly *sa*, thru Long Adv. Service, San Francisco.
Petri Wine Co., San Francisco 5 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.

KPAS, Pasadena, Cal.

Consolidated Drug Trade Products Inc., Chicago (perfume), weekly *sp*, thru Benson & Dall Inc., Chicago.

War Issues Top Agenda Of Canadian Convention

PRIORITIES, government advertising programs, manpower, advertising practices, and broadcasting code were discussed at the recent meeting of the Western Assn. of Broadcasters, at their annual convention at Vancouver. A number of recommendations were made to be discussed at the annual meeting of the Canadian Assn. of Broadcasters this winter at Toronto. Practically every western Canadian station was represented. G. R. A. Rice, manager of CFRN, Edmonton, was elected president, succeeding George Chandler, CJOR, Vancouver.

Among those attending were: A. A. Murphy, CFQC, Saskatoon, Sask.; Frank E. Elphicke, CKWX, Vancouver; W. H. Backhouse, CKY, Winnipeg; Gordon Love, CFCN, Calgary; Bert Cairns, CFAC, Calgary; George Chandler, CJOR, Vancouver; Dick Rice, CFRN, Edmonton; Gordon S. Henry, CJCA, Edmonton; R. Wright, CFAR, Flin Flon, Man.; D. Homersham, CFJC, Kamloops, B. C.; J. W. B. Browne, CKOV, Kelowna, B. C.; R. E. White, CFJC, Kamloops, B. C.; A. E. Jacobson, CHAB, Moose Jaw, Sask.; M. V. Chesnut, CJVI, Victoria, B. C.; Vernon Dallin, CFQC, Saskatoon, Sask.; Glen Bannerman, Canadian Assn. of Broadcasters, Toronto; John Baldwin, All-Canada Radio Facilities, Vancouver; H. N. Stovin, Stovin & Wright, Toronto; Frank Turner, Press News, Vancouver; Ed Johnson, Press News, Winnipeg; Jack Slatter, Radio Representatives, Toronto; W. Dippie, Radio Representatives, Montreal.

Canada Meeting

ANNUAL convention of the Assn. of Canadian Advertisers is to be held at Toronto Nov. 12-13. Topics to be discussed include manpower, the Dominion government's nutrition campaign in January and the part advertisers can play, open forums on wartime problems.

BRITISH UNITED PRESS, Montreal, has added to its news service CKNX, Wingham, Ont.; CKOV, Pembroke, Ont.; CFAR, Flin Flon, Man.

CHPS, Parry Sound, Ont., is taking Press News Service.

BUT YOU HAVEN'T EVEN LOOKED AT THE CRYSTAL BALL, SWAMI?
KXL
WHEN OREGON'S LARGEST STATION, SAHIB, IS COVERING 1,200,000 PERSONS IN THE COUNTRY'S BIGGEST BOOM AREA WHY DO I NEED A CRYSTAL BALL TO TELL YOUR FUTURE?

Oregon's highest power station.

Reps.—Joseph Hershey McGillvra—10,000 Watts, 750 Kc. Adv.

NBC AFFILIATES

The pride of Montana.

New York-Chicago Reps.—The Walker Co. Adv.

Radio Advertisers

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), on Oct. 5 started sponsorship of five-minute newscasts six evenings a week on WMAQ, Chicago. Agency is H. W. Kastor & Sons, Chicago.

KELLOGG Co., Battle Creek (Kellogg Corn Flakes), has started sponsorship for 39 weeks a quarter-hour newscast six days a week on WMAQ, Chicago, by Dave Garroway. Agency is J. Walter Thompson Co., Chicago.

NEW YORK DRAFTING INSTITUTE, New York trade school, has entered radio for the first time with a test campaign on WJZ, New York, using a weekly five-minute music program each Sunday. Gunn-Mears Adv., New York, handles the account.

KIP Corp., Los Angeles (sunburn ointment), in a California campaign currently is using 12 transcribed one-minute announcements weekly on KRKD, that city, and KJBS, San Francisco. Daily spots are being sponsored on KFAC, Los Angeles, and KPAS, Pasadena. Agency is Phillip J. Meany Co., Los Angeles.

GREAT EASTERN FUEL Co., Brooklyn, is starting a test campaign using one station each in Queens and Brooklyn for Converto-O-Grate, a device for changing furnaces from oil to coal consumption. About 100 live announcements a week will be used on each station. If successful, campaign will be extended throughout the New York metropolitan area. Series is placed through Director & Lane, New York.

ART ARLETT has been appointed public relations director of Tide Water Associated Oil Co., Associated Division, San Francisco, succeeding Doug Montell, who was recently commissioned a captain in the Marine Corps.

CHRISTIAN SCIENCE COMMITTEE on Publication, for the third consecutive season, will sponsor a Sunday series of quarter-hour talks on WEAF, New York, 8:30-8:45 p.m., starting Oct. 18. Christian Science Churches, New York, continue to sponsor two services and one lecture a month from different churches on WQXR, New York. Accounts placed through Christian Science Radio Committee of Greater New York.

CONSOLIDATED ROYAL Chemical Corp., (proprietary), has started a full-hour early morning recorded program *Breakfast Time Frolics* six days a week on WGN, Chicago. Agency is Benson & Dall, Chicago.

SEVEN-UP BOTTLING Co. has signed *You Can't Stop America*, 13 quarter-hour Sunday evening series on KLZ, Denver, dramatizing heroic actions of U. S. fighting men and urging purchase of War Bonds and stamps. Agency is Raymond Keane, Denver.

Al Kaye Named

AL KAYE, formerly production aide of Samuel Goldwyn Inc., has been appointed head of Benton & Bowles, Hollywood office and producer of the weekly NBC *Coffee Time*. He succeeds Mann Holiner who recently resigned to join the Army as captain assigned to the Special Services Division. Jack Hurdle has returned to the New York headquaters.

FRONTIER REFINING Co., Cheyenne, is sponsoring the 1942 Wyoming football schedule on KFBC, Cheyenne. Art Peterson announces for the eight game series, the third successive season for complete coverage of Wyoming football and basketball games.

EVANS FUR Co., Chicago (fur retailer), has started sponsorship of Dr. Preston Bradley, radio commentator for the past 18 years and pastor of the Peoples church, Chicago, in a quarter-hour five nights a week on WGN, Chicago. Agency is State Adv. Co., Chicago.

PLANKINTON PACKING Co., Milwaukee, is sponsoring 1942 U of Wisconsin football games over the Wisconsin network. WRJN, Racine; WHBY, Appleton; KFIZ, Fond du Lac; WHBL, Sheboygan; WCLO, Janesville; WIBU, Poynette; WFHR, Wisconsin Rapids; WTAG, Green Bay; and WEMP, Milwaukee. The Badger schedule, ten games, including two service engagements, will be reported by Neil Searles, of WEMP, Milwaukee. Agency is Cramer-Krasselt Co., Milwaukee.

QUAKER OATS Co., Peterborough, Ont. (cereal) has started for the autumn and winter *That Brewster Boy*, half-hour weekly on 11 Canadian stations. Account was placed by Lord & Thomas of Canada, Toronto.

SHELL OIL Co. will sponsor football dope periods for 20 minutes preceding and 15 minutes following U of Minnesota games on KSTP, Minneapolis. Big Ten rules prohibit sponsorship of play-by-play broadcasts.

W6XAO, Los Angeles, has cancelled its Saturday telecasts and now goes on the air on alternate Mondays, 8 p. m.-9:00 p. m. or later.

IT PAYS TO ADVERTISE ON THE SPOT ...with SPOTS!

JOHN BLAIR & COMPANY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

WREC
COMPLETELY COVERS
THE SOUTH'S GREATEST RETAIL SALES MARKET

THE MEMPHIS MARKET LEADS THE ENTIRE SOUTH IN TOTAL RETAIL SALES

WREC
Is first in coverage of this highly responsive trade area . . . First in Listener Acceptance . . . First in Results

CHOOSE MEMPHIS *for Sales*... WREC *for Results*

BROADCASTING STATION WREC
C. B. S.—600 Kilocycles—5000 Watts—C. B. S.
Represented nationally by THE KATZ AGENCY

Radio Educators Group To Hear W. B. Lewis

WILLIAM B. LEWIS, chief of the radio bureau, Office of War Information and his aide, Douglas Messervey, will explain the manner in which OWI rules affect Government radio broadcasts and publications at a dinner meeting of the Washington Chapter of the Assn. for Education by Radio to be held Oct. 6.

Government, network and local radio writers, commentators, educators and radio information specialists are expected to attend this first formal meeting of the organization. The national organization had its origin in Washington less than a year ago with the purpose of utilizing radio to the fullest in education.

BOB BURNS (left) in a cordial hand-shake with Homer M. Clark, associate advertising manager of Lever Brothers, Cambridge, Mass., sponsor of Burns' *The Arkansa Traveler*, scheduled to start on CBS Oct. 7, Wed., 9-9:30 p. m. At the right is C. Douglas Morris, assistant to Mr. Clark. Ruthrauff & Ryan, New York, handles the account, Lifebuoy.

Co-Op Spot List

COOPERATIVE League of the U.S.A., with headquarters in New York, has selected the 24 stations which will carry its transcribed campaign, *Let's Get Together, Neighbor*, [BROADCASTING, Sept. 21]. Originally planned to start Oct. 11, the series will not begin until Nov. 8 or 15 pending time clearances in certain markets, according to Atherton & Currier, New York, agency in charge. Stations are WJSV WHDH WELI WQXR WTRY WSYR WFIL WHP WHKC WING WSPD WIND WTMJ WTAQ WCCO WEBC WHLB WMFG WDAY WNAX KGNC KFYO KHQ KGW.

Remotes in Britain

ANNOUNCING its semi-annual revised program schedule BBC calls attention to the increase in the number of remote, or "outside" broadcasts, citing as an example a new feature, *Behind the Battle Front*, aired from different points in Great Britain. Program shows how Britons have adapted the ways of peace to the days of war. Because of the limitations on production, particularly for shortwave transmission, BBC studios will however continue as the main point of origin.

Feigenspan Sports

CHRISTIAN FEIGENSPAN Brewing Co., Newark, sponsor of Red Barber's *Sports Review* on WOR, New York, for the past summer, Monday through Friday, 9:15-10 p.m., added two extra broadcasts, Saturday and Sunday, to the regular series last week, to keep listeners informed of the World Series news. Three of last weeks broadcasts originated from St. Louis as *World Series Review*. With the conclusion of the baseball season, Feigenspan goes off the air. Agency, E. T. Howard Co., New York.

KYW All-Night News

KYW, Philadelphia, has extended its news services to provide for hourly broadcasts all night. Because of the number of new commercial news shows, another news editor will be added. Eventual setup of the new schedule also takes into account an hourly news broadcast for W57PH, KYW's FM adjunct, when it goes into operation soon. At the present time, the KYW news room is preparing 80 news shows a week, which will be increased to 150 when the FM station is put in regular operation.

W75NY Schedules November Debut

W75NY, New York's eighth FM station, will begin operations on a regular daily schedule sometime in November, according to I. A. Hirschmann, vice-president of Metropolitan Television Co., operator of the station.

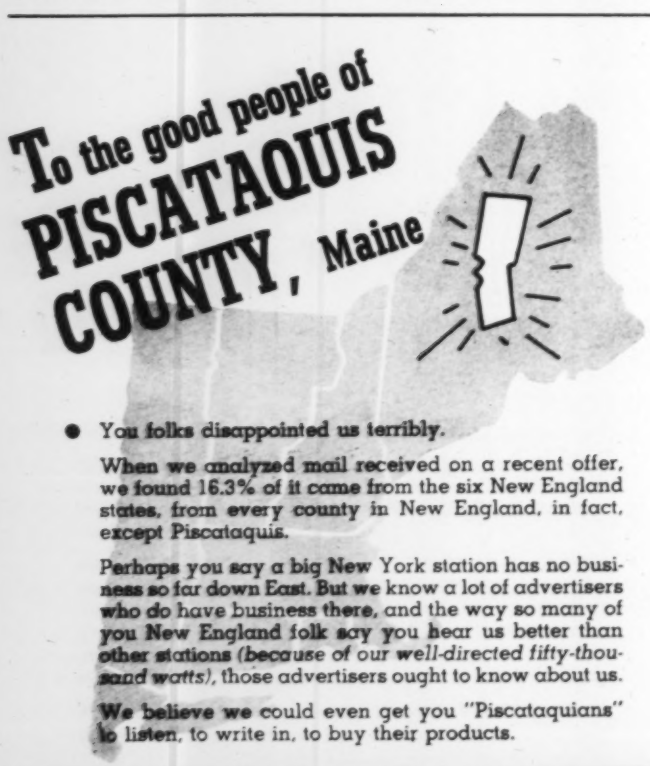
A General Electric Co. 10,000-watt transmitter with a circular bay antenna has been installed atop the Hotel Pierre at 61st St. and Fifth Ave., while the studios and offices are less than a block away at 654 Madison Ave. An RCA control desk is included in the studio equipment, which can handle sound frequencies up to 16,000 cycles.

Looks to Television

Metropolitan Television Co. is owned jointly by two department stores, Bloomingdale Bros., New York, and Abraham & Straus, Brooklyn, and eventually this FM station and the planned-for television station are expected to play a major role in the promotion of these stores. For the present, W75NY will experiment with a variety of program ideas, preparing for commercial exploitation after the war.

The same plan will be carried out for television, Mr. Herschfield said. At present the operating heads of the station are spending two days a week at the General Electric television station, WRGB, at Schenectady, observing that station's programs. Company also has a small experimental television transmitter in New York, W2XMT, with which it is planning a series of technical experiments.

Operating staff of W75NY and W2XMT is headed by L. L. Thompson, who for the previous 12 years was associated with CBS, serving both as engineering supervisor of studio and field operations and as program supervisor. Program director is Charles H. Kleinman, who was also a field and studio engineer at CBS stations WABC, New York, and WBBM, Chicago, as well as other stations and who more recently was engaged in research and development work for Long-ga-tone Inc. A. B. Cohen, Metropolitan chief engineer, comes from the engineering staff of KYW, Philadelphia, where he did development work on electro-acoustics in connection with the planned FM station of KYW.



● You folks disappointed us terribly.

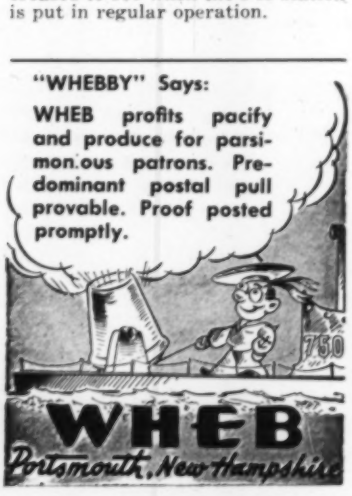
When we analyzed mail received on a recent offer, we found 16.3% of it came from the six New England states, from every county in New England, in fact, except Piscataquis.

Perhaps you say a big New York station has no business so far down East. But we know a lot of advertisers who do have business there, and the way so many of you New England folk say you hear us better than other stations (*because of our well-directed fifty-thousand watts*), those advertisers ought to know about us.

We believe we could even get you "Piscataquians" to listen, to write in, to buy their products.

America's most powerful independent station
WHN 50,000 Watts · 1050 Clear Channel NEW YORK
Chicago Office 360 North Michigan

"WHEBBY" Says:
WHEB profits pacify and produce for parsimonious patrons. Predominant postal pull provable. Proof posted promptly.



WHEB
Portsmouth, New Hampshire
Boston Rep.: BERTHA BANNAN

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

REV. J. S. THOMSON NAMED CBC HEAD

APPOINTMENT of Rev. James S. Thomson, president of the U of Saskatchewan and member of the CBC Board, as General Manager of CBC to succeed Gladstone Murray, was announced at Ottawa last week by National War Services Minister James Thorson. At the same time, it was revealed that Mr. Murray will be retained as Director of General Broadcasting, and A. Frigon will remain as Assistant General Manager.

Salaries of the three CBC executives decided on after earlier proposals had been rejected by the Canadian Cabinet as too high, are $7,980 plus $3,000 expense allowance for Rev. Thomson and $12,000 each for Mr. Murray and Mr. Frigon. The new General Manager's salary is equal to the pay he received as president of the U of Saskatchewan.

Under the new arrangement Mr. Murray is directly responsible to the General Manager, and will not have authority to make expenditures except with Rev. Thomson's approval. Murray's duties will be program development of CBC and private stations, station relations, Empire and foreign programs, commercial program quality, press and information service programs and operations of short wave stations.

Support for Petrillo

SUPPORTING stand of James C. Petrillo in the AFM recording ban, the California State Federation of Labor during its 43d annual convention at Long Beach, Cal., Sept. 21-25 inclusive, passed a resolution to that effect. The convention did not agree with the theory that the ban attempts to stop progress and development of modern methods, nor that it can be in violation of the principles of American freedom and enterprise.

Rosen Recruiting

RAYMOND ROSEN, head of Raymond Rosen & Co., Philadelphia, distributors of RCA-Victor products, has been appointed civilian recruiting aide for the Army Signal Corps. His assistant will be Harry Bortnick, formerly promotion manager of his firm. They will seek radio and sound-division men of draft status for positions in the Army Signal Corps.

Patriotic Signoff

FREEDOM HOUSE, New York, has produced a patriotic signoff for radio stations. The idea originated with Donald Flamm. Running 4½ minutes, the transcription was directed by Philip Barrison, radio and motion picture director. It is offered at cost ($1.25 each pressing) to all radio stations applying to Columbia Recording Studios, 799 Seventh Ave., New York.

'Readers Digest' Using Time on College Hookup

THE *Reader's Digest*, monthly magazine published at Pleasantville, N. Y., from Sept. 25 through Oct. 15 is conducting a test campaign of daily spot announcements on four collegiate networks, represented by the Intercollegiate Broadcasting System. BBDO, New York, is the agency.

According to Louis M. Bloch Jr., business manager of IBS, the college networks have been operating through the summer in many cases and are becoming increasingly popular. Latest members of IBS include Massachusetts State, Brooklyn College, Haverford College, Michigan, Syracuse, Maryland, Mississippi, Ohio, North and South Carolina.

Serials Aid OWI

PRINCIPLE characters in CBS daytime serials will appear in a five-weekly morning series of specially-written dramas, to be present on CBS by the OWI, starting Oct. 12. Titled *The Victory Front*, the program will present messages from the Government. Series is comparable to the former NBC and CBS *Victory Parade* programs. Each week, for 13 weeks, the 9:45-10 a.m. period on CBS, Monday through Friday, will be taken over by the cast of a different serial.

Pet Milk Returns

WITHOUT drastically changing its program format in its years on the air, the *Saturday Night Serenade*, CBS series sponsored by Pet Milk Co., St. Louis, on Oct. 3 celebrated its seventh year on the air. Agency is Gardner Adv., St. Louis.

Spot Prospects Bright

(*Continued from page 32*)

announcements with a list of stations. Agency is Cockfield Brown & Co., Toronto.

PIERCE'S PROPRIETARIES, Buffalo, on Oct. 12 start five-minute transcribed shows four times weekly on seven Ontario stations. Agency is F. H. Hayhurst Co., Toronto.

DR. A. W. CHASE MEDICINE Co., Oakville, Ont., has started daily spot announcements on a large list of Canadian stations. Agency is Ardiel Adv. Agency, Oakville, Ont.

NORWICH UNION FIRE INSURANCE Co., Toronto, has started a test campaign on CKCL, Toronto, on CJRC, Winnipeg, in connection with government-sponsored War Risk Insurance, and expects to expand this campaign to other stations. Agency is F. H. Hayhurst Co., Toronto.

CANADIAN CANNERS, Hamilton, Ont., (baby foods), has started a test campaign of talks on baby care for mothers twice-weekly on CFRB, Toronto. Agency is Russell T. Kelley Ltd., Hamilton, Ont.

CHICAGO

By S. J. PAUL

AS THE RADIO industry moves into the eleventh month of wartime broadcasting, spot radio, while undergoing a number of schedule changes, continues to show a small but healthy increase over last year.

An exhaustive survey among Midwest radio advertisers, time-buyers and agency executives, as well as Chicago station representatives indicates that although there has been a temporary lull in the placement of spot business out of Chicago within the past few weeks, the industry will probably end the 1942 year with an all time high for spot billing.

Proprietaries Busy

Proprietary accounts placed out of the Midwest are breaking loose with unparalleled schedules. With the curtailment of medical services in small towns and rural areas, a number of drug manufacturers in Chicago who were interviewed predicted unprecedented sales of proprietary products for the winter season.

Although proprietary manufacturers are constantly faced with the problem of securing raw materials such as bismuth and alcohol, many firms have started their schedules earlier than usual this year.

GROVE LABS., St. Louis, scheduled to start Oct. 5, moved the starting date of its spot schedules for Bromo-Quinine two weeks ahead in a number of markets. Company through Russel M. Seeds Co., Chicago, is using a varied schedule of newscasts, five-minute transcribed program *Songs of the Allies* and one-minute announcements on over 100 stations for Bromo-Quinine and Daily Vitamins.

BEAUMONT LABS., St. Louis, a subsidiary of Grove Labs., is using announcements and programs on over 75 stations through H. W. Kastor & Sons Adv. Co., Chicago.

DR. W. B. CALDWELL, Monticello, Ill., (Laxative Senna), a subsidiary of Sterling Products in addition to its announcement schedule on a selected list of stations, has placed one-minute transcribed spots five days a week on 125 stations of the Keystone Broadcasting System, intensifying its sales efforts in small urban and the rural areas.

PLOUGH SALES Corp., Memphis, through Lake-Spiro-Shurman, Memphis, is placing its largest spot campaign, buying hundreds of spots on a yearly basis on individual stations, advertising primarily St. Joseph aspirin and Penetro.

CONSOLIDATED DRUG Trade Products, Chicago, is lining up its fall and winter schedule of early morning rural programs on about 50 stations through Benson & Dall, Chicago.

F. H. PFUNDER Co., Minneapolis (stomach tablets), expects to return to the air with local live programs on about 25 stations. Sorensen & Co., Chicago, is the agency.

FOLEY & Co., Chicago, has expanded its proprietary line in addition to its Honey & Tar Cough Syrup has added a vitamin tablet, Vita-Bilds, a pain relief tablet and kidney pills. In a close merchandising tie-in with druggists the company is actively promoting its vitamin products on 16 Midwestern stations.

LAMBERT PHARMACAL Co., St. Louis, is testing announcements for Lambert's Anti-Acid tablet in Indianapolis. Company recently appointed Ruthrauff & Ryan, Chicago, to handle advertising for the product.

WILLARD TABLET Co., Chicago, is preparing a winter campaign of spot and participating announcements through First United Broadcasters, Chicago. Willard is also introducing a new vitamin product.

MILES LABS., Elkhart, Ind., through Wade Adv. Agency, is testing early morning chainbreaks for Nervine in a few markets such as South Bend, Fort Wayne, Indianapolis, Knoxville and Raleigh.

PINEX Co., Ft. Wayne (cough remedy), through Russel M. Seeds Co., Chicago, has placed newscasts and announcements on over 70 stations.

SUNWAY VITAMIN Co., Chicago, through Sorensen & Co., is placing local programs five minutes and quarter-hour in length on approximately 100 stations, selling vitamin pills by direct mail.

G. E. CONKEY Co., Cleveland (feeds), through Rogers & Smith, Chicago, has expanded its announcement schedule.

PURINA MILLS, St. Louis, through Gardner Adv. Co., St. Louis is using transcribed quarter-hour *Checkerboard Time* on a large list of Southern stations.

QUAKER OATS Co., Chicago (Ful-O-Pep), has just placed a quarter-hour transcribed program *Man on the Farm* on 45 stations in addition to spot announce-

IT'S A WBIG JOB
The MAGIC CIRCLE
And this job takes priority over All —with WBIG!
EDNEY RIDGE DIRECTOR
A Columbia Broadcasting System Affiliate.
WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY CO., NAT. REP

For COMPLETE COVERAGE in
ALABAMA
it's
The ALABAMA TRIO
Today smart advertisers who want *complete coverage* of Alabama's vast war production market—where payrolls are at their highest peak—are specifying the ALABAMA TRIO. Its power blankets the entire state . . . and you get a 10% reduction, too!
WSGN BIRMINGHAM
WSFA MONTGOMERY
WALA MOBILE
REPRESENTED BY HEADLEY-REED CO.

ments in selected markets. Sherman & Marquette, Chicago has the account.

Other feed companies which are active are Nutrena Mills, Kansas City, Kan. (Ferry Hanly Co., Kansas City, Mo.), Allied Mills, Chicago (Louis E. Wade Inc., Fort Wayne), Staley Milling Co., Kansas City, Mo. (Potts-Turnbull Adv. Co., Kansas City, Mo.), Murphy Products Co., Burlington, Wis. (Wade Adv. Agency, Chicago).

Poultry and livestock remedies such as Dr. L. D. LeGear Medicine Co., St. Louis (Simmonds & Simmonds, Chicago), Dr. Hess & Clark, Ashland (N. W. Ayer & Son, New York), Dr. Salisbury's Labs, Charles City, Ia. (N. A. Winter Adv. Agency, Des Moines), are seasonal spot advertisers.

Morton Salt On 200

MORTON SALT Co., Chicago (smoked division), according to L. I. Archer, time-buyer of Klau-Van Pietersom-Dunlap, Minneapolis, is about to release a spot announcement schedule sail to be placed on about 200 stations.

Seed companies such as DeKalb Agricultural Assn., DeKalb, Ill., through Western Adv. Agency, Chicago, and Pioneer Hi-Bred Corn Co., through Wallace Adv. Agency, Des Moines, have been running seasonal campaigns for hybrid seed corn.

CONSOLIDATED PRODUCTS Co., Danville, Ill. (Semi-Solid butter milk), has been placing early morning farm products on large stations. Agency is Mace Adv. Agency, Peoria.

FLEX-O-GLASS MFG. Co., Chicago, has released its fall schedule through Presba, Fellers & Presba, using programs, announcements and news on 31 stations. R-V Lite manufactured by Arvey Corp., Chicago is said to be planning a fall campaign through First United Broadcasters, Chicago.

A number of the petroleum companies have been studying the farm market closely. Although civilian gasoline supply is to be severely rationed in the midwest, the farm population will receive priority for petroleum products for farm use. The consumption of tractor fuel has greatly increased and while it is a comparatively small percentage of the total amount of gasoline consumed nationally, nevertheless it is a sizeable business in itself.

PURE OIL and STANDARD OF INDIANA, Chicago, have been eyeing the farm market studiously. The latter used announcements directed to the farm market last spring on over 80 stations.

Wrigley Off Spots

The network volume discount plan has deflected, in a number of cases, the entire radio appropriation of certain advertisers to use of full network.

WILLIAM WRIGLEY JR. Co., Chicago, formerly one of the largest spot users in the country, has discontinued spot announcements as its contracts with stations terminated and has increased its three network shows, *First Line, Ben Bernie* and *Sergeant Gene Autry* on CBS to the full 125 stations.

WELCH GRAPE JUICE Co., Westfield, N. Y., has likewise discontinued spot placement of transcribed episodes of *Dear John* and confined itself to that program on 65 CBS stations.

W. A. SHEAFFER PEN Co., Fort Madison, Ia., which used spot announcements last year on some 80 stations, this year has placed its appropriation in a Sunday afternoon quarter-hour newscast on the full NBC network.

GROVE LABS, St. Louis, which last year sponsored *Sherlock Holmes* on NBC, this year is using spot in addition to its NBC eary morning program *Revielle Roundup.*

The AFM recording ban has had a small but noticeable effect on the spot picture in accounts where transcriptions of network programs have been placed on a spot basis.

GENERAL MILLS, Minneapolis, because of transcription difficulties, and the music problem, discontinued spot placement of transcribed *Jack Armstrong* and increased the number of stations carrying the program live on BLUE.

WAAC-WJSV, WASHINGTON! When Lt. Julia M. Kerby (left), and Lt. Marian L. MacAdam, recruiting officers, came to the station to obtain a little time for their recruiting drive, they also mentioned their difficulties in finding office space to A. D. Willard Jr., general manager of the station. They got time and space. Here Mr. Willard is presenting each of the officers with a key to an office which the station is not using now.

Direct Mail Strong

NORTHWESTERN YEAST Co., Chicago, shifted its transcribed program *Songs of a Dreamer*, formerly placed on 15 stations on a spot basis, to the BLUE presenting the identical program on 18 Midwestern stations.

Direct mail accounts placed out of Chicago are going strong:

N. J. McMahon, president of United Adv. Cos., Chicago, reports that he is placing business for Miller Telescope Co., Dave Minor Piano Course, Bakers Life and Casualty Co., (family insurance), Skrudlard Photo Service (enlargements), all of Chicago, and *Pathfinder* magazine, Washington.

PENMAN Co., sellers of over 2,000,000 pens by direct mail through radio in a little over two years, is currently on 30 stations with announcements and programs. Account is also handled through United Adv. Co.

STERLING INSURANCE Co., Chicago, in its 13th year of business, is placing its largest radio appropriation with local live talent programs on 79 stations. Over $300,000 will be expended on radio in the next six months, according to Louis Breskin, president, who reports that the company is completing its best year with receipts in excess of $2,500,000.

St. Louis Spots

Out of St. Louis, Schaffer Brennan Marguiles Adv. Co. is placing Paramount Hosiery, Lexington, North Carolina, *American Poultry Journal*, Chicago, and American Film Studios (film developing), La Crosse, Wis., all direct mail accounts.

Because of wartime restrictions the nation's dietary habits, before many months, will undergo some changes. Radio can play an extremely important function in nutrition education as well as introducing many food substitutes. Impending rationing of meat has meant, for example, intensified advertising drives by macaroni manufacturers.

FOULDS MACARONI, Chicago, is using musical Sonovox announcements in eight cities. Agency is Campbell-Ewald, Chicago.

EMM-AN-CEE Co., is placing spot schedules in 10 Midwestern markets through Stanley Pflaum Assoc., Chicago. A new product called Double-Mix has made its appearance in Kansas City. By use of the Double-Mix powder along with butter and an equal volume of milk whipped together, the volume of the butter is doubled. The product is being introduced in a few Midwestern markets and radio tests are being conducted through Jerome G. Gavin Adv. Co., Kansas City.

Dehydrated food products although at present not using radio widely are prospective spot advertisers.

I. J. GRASS NOODLE Co., Chicago (dehydrated soup), is using announcements on participating programs in New York, Schenectady, Indianapolis and Denver. However, the point of view has been advanced that product identification can be secured through the women's pages of the newspapers at a somewhat smaller cost than spot radio.

Dog Foods Out

The inability of the dog food manufacturers to secure equipment for dehydration has almost eliminated this industry from the ranks of spot advertisers for the duration.

Recent developments in the frosted food field have made distributors and manufacturers of quick frozen foods prospective spot radio advertisers.

NATIONAL DAIRY PRODUCTS Corp., New York, because of its widespread refrigeration facilities has gone extensively into the frosted food field with its own brand, Fro-Zeet.

BOOTH FISHERIES, Chicago, Stokely Bros. & Co., Indianapolis (Honor Brand Frosted Foods) and Frosted Foods Sales Corp., New York (Birdseye) are among the largest distributors of frosted foods.

Institutional advertising has been an encouraging note in the spot picture.

STUDEBAKER Corp., South Bend, is maintaining its schedule of news programs on almost 90 stations. Roche, Williams & Cunnyngham, Chicago, is the agency.

GENERAL MOTORS Corp., Detroit, has placed *Victory Is Our Business* on almost 50 stations and is said to be considering expanding its station list. The transcriptions are being cut by World Broadcasting System and special permission has been granted General Motors by AFM for the use of union musicians on these programs. Campbell-Ewald, Detroit, is the agency.

INTERNATIONAL HARVESTER Co., through Aubrey, Moore & Wallace, Chicago, is preparing a campaign of institutional announcements on Midwestern stations.

Cereals Geared High

Cereal manufacturers are preparing heavy winter campaigns.

QUAKER OATS Co., Chicago, through Ruthrauff & Ryan, Chicago, has placed 15 seconds, half-minute, one minute transcriptions and live announcements four to 12 times a day on almost 100 stations for Quaker Oats. The company has placed five-minute transcribed programs three times weekly on about 50 stations through Sherman K. Ellis Inc., for Aunt Jemima pancake flour.

CAMPBELL CEREAL Co., Minneapolis (Malto-Meal) through H. W. Kastor & Sons, Chicago, has placed announcements and programs on 50 midwestern stations.

GENERAL MILLS, Minneapolis, is lining up a large list of stations for one-minute Saturday evening announcements for Cheeri-Oats through Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co., Cincinnati, is said to be scheduling announcements on an unannounced number of stations for Oxydol through Blackett-Sample-Hummert, Chicago.

H. J. HEINZ Co., Pittsburgh, has expanded its test campaign for Swarl, a granulated soap product, to include Rockford and Springfield, Ill., in addition to Lan-

THE RIGHT INTRODUCTION

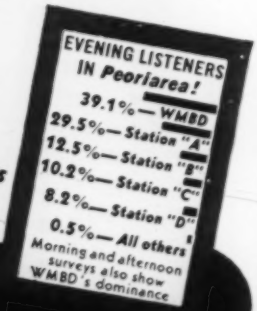
Gets You

Off to a Head Start

WMBD gives your products a head start. This station is so much a part of life in the rich Peoriarea market that it gets enthusiastic response. It's the home station—the one folks in Peoriarea listen to with confidence.

PROOF

1. Impressive list of consistent National Advertisers
2. Impressive list of consistent Local Advertisers
3. Outstanding listener preference ratings


EVENING LISTENERS IN Peoriarea!
39.1% — WMBD
29.5% — Station "A"
12.5% — Station "B"
10.2% — Station "C"
8.2% — Station "D"
0.5% — All others
Morning and afternoon surveys also show WMBD's dominance

HEART OF ILLINOIS

WMBD PEORIA, ILL.

FREE & PETERS, Inc. Exclusive National Representative

PROVEN PULLING POWER—Like facts and figures? WMBD will gladly supply case histories proving folks listen to WMBD and buy! It's the one media that gives full coverage of Peoriarea.

WMBD is a member of CBS network

WFBG

ALTOONA, PA.

- NBC RED
- BLUE NETWORK
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

ing, Mich., and Jamestown, N. Y. Account is placed by Maxon Inc., Detroit.

Candy Sold

Candy manufacturers in spite of manufacturing difficulties, sugar rationing and packaging problems, are maintaining their schedules.

Brewers are using radio to promote the sale of larger bottles.

PABST SALES Co., Chicago, is sponsoring football in seven markets.

FOX De LUXE BREWING Co., Chicago, is expanding into 12 Southern California markets with radio.

Soft drinks are holding to their appropriations and in some cases such as Dad's Old Fashioned Root Beer Co., Chicago, placed through Malcolm Howard, are increasing their schedules.

AXTON-FISHER TOBACCO Co., Louisville, is using newspapers and billboards for the introduction of Lord Londons, a new popular-priced cigarette. All-American, king-sized cigarette packaged 24 to the pack, was introduced by the company earlier in the year, and tested with spot radio in three Florida markets. A small test of spot announcements is being curently conducted for the cigarette in the Indianapolis market.

Limited Users Too

Companies with limited appropriations such as Ballard & Ballard, Louisville (Obelisk flour), which has been running an announcement campaign in West Virginia, and Carolene Products (Milnot dairy products), which has been using one-minute announcements on five Illinois stations are examples of accounts that, while comparatively small, in total, make up a substantial part of the spot billing placed out of the Midwest. Both accounts are placed through Henri, Hurst & McDonald, Chicago.

All in all, while no one is inclined to make any predictions beyond the first of the year, spot radio has held up surprisingly well. A number of small accounts along with the regular users of spot radio have combined to keep billings well up over last year.

WCOL Staff Changes

WALLY BEAVERS has been appointed program director of WCOL, Columbus, replacing Ed Bronson, who has accepted a position with the Office of Censorship in Washington. Mr. Beavers has served WCOL as musical director and chief announcer for more than 11 years. He has appointed Janice Hagerty of the continuity department to the position of publicity director. Her place will be taken by Roslyn Nichols, new to radio. John Fell, formerly of WCOL and KYW, Philadelphia, rejoins WCOL as chief announcer, and John Lerch and Milton Metz, new to radio, are announcers.

CALLAHAN DIRECTS BOND ADVERTISING

SHIFTS in the personnel of the Treasury War Savings Staff were announced last week, with Vincent F. Callahan, Director of Press and Radio assuming in addition duties as Director of Advertising.

Tom Lane, formerly with Young and Rubicam, moves to Chief of the Advertising Section from his present post as Assistant Director of Radio and Press. He will be assisted by Don Miller, formerly of the publications section. Ross Barrett, former chief of the dissolved Publications Section becomes Assistant Director of Press and Radio.

Mr. Barrett also serves as acting Chief of the Press Section, temporarily replacing Milburn A. McCarty who enlisted in the Marine Corps. for foreign duty. Gerald Flood of the Radio Section will leave Oct. 18 for the Navy, with a lieutenant's commission.

KDKA Names White

ROBERT E. WHITE, chief announcer of Westinghouse stations WBZ, Boston, and WBZA, Springfield, Mass., was named last week program manager of KDKA, Pittsburgh, according to James B. Rock, general manager of KDKA. He joined the organization in 1932 as announcer for WBZA and was shifted to Boston for training as studio director of the Springfield outlet. In 1937 Mr. White became chief announcer for the Westinghouse stations and returned to Boston. Last year he won the H. P. Davis Memorial Award as the outstanding announcer in the Eastern time zone, awarded annually to announcers on the staffs of NBC stations and affiliates.

Hyde Park Series

SPONSORING a half-hour musical quiz program, *Tic Toc Time*, starring Kay Thompson, St. Louis songbird, and Don McNeill of *Breakfast Club* fame, is Hyde Park Breweries Assn., St. Louis. Broadcast Mondays 9:30-10 (CWT), over KSD, St. Louis, program is of the audience participation type.

Publicity Offices Revised by Army

Radio Branch Not Affected, However, by New Changes

REORGANIZATION of the Public Relations Bureau of the Army, consistent with the directive of Secretary of War Stimson ordering reduction of personnel, was effected last Wednesday, with Maj. Gen. Alexander D. Surles continuing as director of public relations.

Col. R. Ernest Dupuy, former chief of the Planning & Liaison Branch of the Bureau, was made chief of the News Division. Col. Stanley G. Grogan, former chief of the Press Branch, was promoted to deputy director.

The reorganization in no way affects the Radio Branch, headed by Lt. Col. E. M. Kirby, former public relations director of the NAB. Functions of that office and personnel remain essentially the same, though there have been several personnel additions from other Army Branches.

Many Transfers

Under the reorganization many officers heretofore identified with public relations activities of branches and units of the Army were sent to the field. Others were absorbed in Gen. Surles' organization.

The News Division, headed by Col. Dupuy, includes all six branches: Press, Radio, Pictorial, Publication, Analysis and Continental Liaison. There are three other divisions of public relations. Col. Francis V. Fitzgerald heads War Intelligence, with his chief assistant Maj. Albert Warner, former head of the CBS Washington news staff. Col. Virgil F. Shaw heads the Executive Division and Col. A. Robert Ginsburgh the Industrial Service Division.

Three newly-created offices of assistants to the director of public relations were established to represent the three major branches of the Army. Col. Arthur I. Ennis was appointed for the Air Forces; Col. Falkner Heard for the Ground Forces, and Lt. Col. Armand S. Miller for the Services of Supply.

Fox Goes to Coast

FOX De LUXE BREWING Co., Grand Rapids, Mich., (Fox De-Luxe beer), at present in 25 midwestern markets with announcements and programs, will shortly enter the Southern California region and will use radio in 12 markets. Company will use either a regional network or a combination of spot announcements and programs on individual stations. Schwimmer & Scott, Chicago, is agency.

HORACE C. MOORE, inmate of the Eastern State Penitentiary, Philadelphia, has completed a 12-inch wood cut reproduction of the Radio Service emblem designed by WGAR, Cleveland, and worn by several thousand broadcasters. The attractively carved and colored woodcut is now displayed in BROADCASTING's reception room.

Dominant NBC Basic Station In This Area

SELLING TO A RICH, BUYING MARKET

WDEL

1150 KC
WILMINGTON
DELAWARE

WDEL reaches an area—Delaware, southern New Jersey, and parts of Maryland and Virginia—which is booming for it is located right in the heart of the nation's greatest production area.

Covering this buying market with 5,000 watts day and night, WDEL is doing an outstanding job for scores of advertisers.

Your advertising dollars spent on WDEL can pay you rich returns in profitable sales —write:

Sales Representative:
PAUL H. RAYMER CO.
New York · Chicago
San Francisco

The Coca-Cola Company presents

America's leading bands — playing from War Camps and War Plants

BLUE NETWORK 9:30 P.M. E. W. T. EVERY NIGHT EXCEPT SUNDAY

COPYRIGHT 1942, THE COCA-COLA COMPANY

BRANDS RETAINED UNDER OIL ORDER

BRAND names of oil and gasoline will stand in spite of the establishment of uniform product standards being evolved according to an announcement from the Office of the Petroleum Coordinator last Tuesday. At least for the present this is the Government position, setting at rest persistent rumors that brand names would be discontinued.

The decision to allow the exploitation of individual trade names comes as part of the order to pool petroleum and terminal facilities on the Atlantic seaboard as ordered by the petroleum Coordinator Davies acting for Harold L. Ickes, Secretary of the Interior. Incoming supplies of all principal products, as well as all products manufactured in Eastern refineries, will be pooled for allocation among all companies operating in a particular zone in proportion to their percentage of total sales in that zone in 1941.

Under the proposed setup, tank cars will move eastward in solid trains unloading at selected, centrally-located terminals, capable of handling trainload shipments. Terminals will be located in each of six zones into which the 17-state east coast area has been divided.

WAIR, Winston-Salem, on Oct. 9 joins the BLUE Southeastern Group, bringing the network's total affiliates to 138. The station, jointly owned by Mr. Hill and the Messrs Walker, operates on 250 watts on 1340 kc. Evening hour rate is $80.

WHAT'S SO DANDY ABOUT BANDY (Ky.)?

We have no desire to disparage Bandy (Ky.), or any such other small towns in this State. BUT, as markets for merchandise, all the "Bandies" together don't even come close to the Louisville Trading Area—which, for instance, has 35.5% *more* buying power than the rest of Kentucky *combined!* . . . Incidentally, WAVE reaches every radio home in this Area, does it for less than any other medium. Isn't that what *you* want?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

Deduction of Advertising Cost Is Clarified by Revenue Bureau

Helvering Replies to Inquiries; Policy Laid Down By Nelson to Cover War Contractor Ads

EXPENDITURES for advertising are still deductible from income tax returns so long as they are "ordinary and necessary", according to a formal statement made last Tuesday by Guy T. Helvering, Commissioner of Internal Revenue. In making the statement he explained it was in response to many inquiries resulting from Treasury Secretary Morgenthau's prepared statement to Congress May 28 [BROADCASTING, June 1, 1942] that corporation returns were being examined to disallow excessive deductions including advertising.

Despite the restatement of intent, there has been no essential change in the status of advertising as a possible source of tax revenue. As reported several months ago [BROADCASTING, May 25, 1942] the Bureau of Internal Revenue has only considered all possible sources of revenue to meet the need for increased tax income. Then, as now, the question of limiting advertising has arisen but nothing concrete has been done.

Individual Basis

The Bureau also affirmed its earlier position that advertising is subject to taxation under Section 23-A of the law which provides taxation is possible on all expenses which are not considered "ordinary and necessary." No categorical definition of limitation can be applied to advertising expense, it was said, and each case would have to be considered on an individual basis.

At the time BROADCASTING first considered the question of advertising limitation it was pointed out there was a likelihood of limitation of promotion expenditures on the part of plants given over to war production. Several weeks ago Donald Nelson was asked for a statement of uniform policy to govern expenditures for advertising by war contractors.

In reply, Mr. Nelson agreed in a letter addressed to Robert P. Patterson Under Secretary of the War Dept. that a uniform policy was necessary "in regard to expenditures for advertising by war contractors." As contained in this letter Mr. Nelson pointed out that advertising is not required to do business with the Government. However, he recognized "certain kinds of advertising of an industrial or institutional character" appearing in trade or technical journals, "not primarily with the object of selling particular products but essentially for the purpose of offering financial support to such trade or technical journals because they are of value for the dissemination of trade and technical information for the industry are not really an advertising expense to effect sales so much as an operating expense incurred as a matter of policy for the benefit of the business and the industry."

O.K. Goodwill Ads

This portion of the statement of policy contained in the Nelson letter was a reiteration of an earlier policy set forth by the Army and Navy in a pamphlet titled "Explanation of Principles For Determination of Costs Under Government Contracts" which was reported in BROADCASTING. This policy affects advertising expenditures as costs in cost-plus-fixed fee contracts.

In relation to "other advertising expenditures," Mr. Nelson's letter said that "a reasonable expenditure for advertising shall be allowed by these boards (Price Adjustment Boards) even though a company shall be substantially or wholly engaged in war production."

Then the letter continued that a "reasonable expenditure" would be tested by Secretary Morgenthau's statement to the Joint Congressional Committee on Taxation. Briefly, "the test of whether expenditures for advertising are deductible is whether they are ordinary and necessary and bear a reasonable relation to the business activities in which the enterprise is engaged."

Under the Morgenthau policy, there is not an intention to "exclude institutional advertising in reasonable amounts or good-will advertising." Only when such expenditures are "extravagant and out of proportion to the size of the company or to the amount of its advertising budget in the past" will they be disallowed, it said. Also when such expenditures "are not directed to public patronage which might reasonably be expected in the future," they would be disallowed as deductions.

Finally the letter states, that in an industry substantially or wholly converted to war, Price Adjustment Boards will "recognize" that the amount of money spent for advertising "to maintain a trade mark or brand name . . . . . is much smaller than that required for promotion of the same product in a normal competitive market."

WIAC

580 Kc. • 5000 Watts

"First on all Puerto Rico Dials"

Box 4504

San Juan, P. R.

> *"The Broadcast Stations are vital to the country. They are performing a really great service, a service of great importance to the war effort, a service, therefore, we must make every effort to sustain unimpaired."*
>
> —CHAIRMAN JAMES LAWRENCE FLY, Federal Communications Commission

RADIO'S WAR ROLE, as stated in a quote from FCC Chairman James Lawrence Fly, has been printed by WEBC, Duluth, for display around the studios to impress employes with the importance of sticking to their jobs. This was specially needed, the station reports, for many considered it unpatriotic to remain on the job while others joined the services and war production factories.

Schoenfeld Leaves OWI

SINCE Bernard Schoenfeld, formerly head of the editorial division of the OWI radio bureau, resigned Sept. 29 to accept a position as a special writer with the Office of Price Administration under Robert Horton, his functions have been consolidated under the Program Service Division headed by George Zachary. Until now Mr. Zachary was production chief but his unit was merged with the editorial division to form the new program service division.

AAAA Issues Booklet

TO ASSIST Advertising Agencies in their daily work with clients, and to clarify for government officials the part advertising can play in war time, The American Assn. of Advertising Agencies has issued to its members a 24-page booklet titled *The Place of Advertising in a War Economy*. The booklet contains a statement, whose subject is "Specifically, What Can We Do to Help Win This War", as first presented to 4 A's members at the Assn.'s convention at Skytop last May.

SAM R. BALTIMORE, WBRE HEAD, DIES

SAM R. BALTIMORE, 55, general manager of WBRE, Wilkes-Barre, Pa., and brother of Capt. Louis G. Baltimore, station owner, died in New York Sept. 28 of a heart attack.

Mr. Baltimore

Long associated with the station, Mr. Baltimore took over its general direction several months ago when his brother, Louis, was called to active duty as a captain in the Army Forces, Communications Branch. Mr. Baltimore had gone to New York last Sunday on a business trip. Prior to joining WBRE in 1932, he was a credit executive in Chicago. He leaves a widow, who was with him when he died.

A third brother, A. C. Baltimore, commercial manager of WBRE, takes over operation of the station. Funeral services were held in Wilkes-Barre last Tuesday.

In addition to Capt. Baltimore, his son, David M., is in the Army as a first lieutenant, Air Forces.

HALPIN QUITS KOIN FOR CENSOR'S DESK

LESTER HALPIN, chief news editor of KOIN and KALE, Portland, Ore., has been called to the Censorship Bureau, Washington, to serve on the radio news desk, broadcast division. His place will be taken by Marc Bowman, newscaster and continuity director of the two stations.

Mr. Halpin

Halpin has had a varied career in journalism and radio. At Reed College he was editor-in-chief of the weekly newspaper, *Quest*. After graduating from U of Oregon in 1928, he was legislative correspondent for the *Winnipeg Tribune* and movie and drama editor of the *Oregonian*. Later he joined KPQ, Wenatchee, Wash., coming to KOIN, Portland, in 1937.

CHARLES MICHELSON, radio transcription firm, has been appointed exclusive Eastern distributor for the Radio Transcription Company of America, Hollywood. Two additional stations have signed for Michelson's *The Shadow* Series and six have renewed. New subscribers are: HP5G, Panama City, and WRVA, Richmond, Va. Renewing are WCSC WKRC WFMJ KTSM KTAR WROK.

NAB ADVISORY AND PLANNING Committee discussed wartime broadcasting problems with NBC President Niles Trammell (third from left), in a one day meeting Sept. 25 at the Blackstone Hotel in Chicago. The group endorsed the full network volume discount plan, and voted to enlarge the committee from seven to eight district representatives, setting up a new district on the Atlantic seaboard, taking in the states of Pennsylvania, Maryland, Delaware, Virginia, North Carolina, South Carolina. L. to R: Arden X. Pangborn, KGW-KEX, Portland; James Shouse, WLW, Cincinnati; Mr. Trammell; Harry Stone, WSM, Nashville, chairman of the committee; Stanley Hubbard, KSTP, St. Paul; Walter Johnson, WTIC, Hartford; Ed Yocum, KGHL, Billings, Mont. O. L. Taylor, KGNC, Amarillo; and Paul Morency, WTIC, Hartford, were absent.

Shortwave Broadcast Activity By OWI Branch Is Expanded

Psychological Warfare Goes Into Swifter Pace As Plans for Worldwide Network Develop

SHORTWAVE broadcasting from the United States—falling in the realm of psychological warfare—is undergoing a three-fold increase in program volume, with the tempo steadily being stepped up.

The intensified operations have been accomplished under the direction of the Overseas Operations Branch of OWI, headed by Robert Sherwood, which originally functioned as part of Col. William J. Donovan's Coordinator of Information Office.

Under these auspices since the war began, shortwave broadcasting has been increased to 20 hours a day from the January average of 8 hours, while transmission of American news to the United Nations jumped to 29,000 words a day in September, compared with 6,000 words sent daily over facilities of the cables and wireless carriers.

Two-Frequency Plan

Pending completion of plans for establishment of new shortwave stations to be welded into a projected worldwide network, an interim program to intensify psychological radio activities is now being placed in effect by inauguration of two-frequency coverage by the existing shortwave stations in the United States. Through this projected two-frequency plan, OWI will expand the original 14 stations to 36 transmitters or 18 pairs of frequencies, of which 22 are in the East Coast area and 14 along the Pacific Coast. This plan is designed to conserve radio engineering personnel, equipment and building construction.

OWI handles international broadcasting and news dissemination to all parts of the world except Latin America, conducted by the Coordinator of Inter-American Affairs. The OWI dual system will mean greater adequacy and stability of coverage to all parts of the world, along with protection against jamming by enemy stations and reduction of inter-channel interference.

Besides the original 14 shortwave stations in the United States, the OWI Overseas Operations Branch has leased the facilities of two transmitters respectively of AT&T, RCA Communications and Press Wireless, all equipped for broadcast transmission. Other transmitters will be utilized as soon as they become available.

The shortwave transmitters in this country are being programmed by the OWI staff from New York and Philadelphia. Illustrating the expansion of activity, the number of studios in both locations is being tripled. A private leased line, both telephone and telegraph, interconnects the OWI Overseas Operations Branch main offices in Washington, New York and San Francisco, for the transmission of news and administrative messages.

Communications activities under Mr. Sherwood are headed by Murry Brophy, chief of the Bureau of Communications Facilities. Roy C. Corderman is chief of the Facilities Division and James O. Weldon, prominent consulting engineer, recently was appointed chief radio engineer.

OWI programs, news and intelligence are disseminated to all principal populated areas of the world except Latin America. Another basic function is dissemination of news and programs to troops, wherever they are located. The broadcast news deals almost entirely with the international scene.

OWI is furnishing programs via point-to-point to the British Broadcasting Corp. for rebroadcast on standard and shortwaves. Some point-to-point programs are furnished Australian stations and news material for broadcasting in China is sent to Chungking. American news is dispatched to all the United Nations for publication in newspapers or for radio.

BALTIMORE'S BLUE NETWORK OUTLET

WCBM

John Elmer, President
George H. Bowder, Gen. Manager
National Representatives
SPOT SALES, INC.
New York · Chicago · San Francisco

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

NOW 5000 WATTS

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

(1). The feature boxes of newspaper radio program pages

(2.) The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

KECA EARLE C. ANTHONY, INC.

790 KC • 5000 WATTS DAY AND NIGHT

LOS ANGELES • BLUE NETWORK

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

Grew Adds Radio Dept.

GREW ASSOCIATES, New York research firm, announced last week that it is adding a Radio Department to its various services, to be headed by Mrs. Agnes Grew, director of the company. Tom Collins, former freelance scriptwriter, will be in charge of the script department, and plans are currently in preparation for the production of radio programs. Grew Associates, since 1938, has been making extensive surveys through its "Women's Institute of Audience Reaction" to discover the preferences and tastes of women throughout the country in entertainment.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

WDRC Is The Buy

In Hartford, WDRC is the buy . . . with one low rate for all advertisers . . . national, regional and local. Use WDRC to do a big job at a low cost . . . in this important market. Basic CBS for Connecticut.

CBS

in the CONTROL ROOM

CHARLES L. BRADY, chief engineer of WJIM, Lansing, resigns for a commission in the Marine Corps. He is replaced by Melvin Worth.

JERRY KELLY, chief engineer of Northern Broadcasting Co., has joined the Canadian Army.

ARTHUR TUTTLE, former engineer of WELI, New Haven, is now a civilian engineer with the Army Signal Corps in Philadelphia. George Hine, RCA Institute graduate, replaced him.

J. GORDON KEYWORTH, chief engineer of WELI, New Haven, is radio aide in the civilian defense radio system, East Haven, Conn.

IRVING SMALL, engineer of WELI, New Haven, is the father of a girl.

JOAQUIN OSSARIO, control room operator of WQAM, Miami, has been accepted in the Army Aviation Reserve, while attending the U of Miami.

WILTON JOHNSON, of WRBL, Columbus, Ga., joins the Army Oct. 20.

DEAN WICKSTROM, staff technician of KPAS, Pasadena, Cal., is the father of a 9½-lb. boy.

JERRY KEEFE, engineer of WHBF, Rock Island, Ill., has been appointed civilian attache to the Army Signal Corps, Sacramento, Field, Cal.

HOWARD D. CRISSEY, engineer of NBC-Chicago, has entered the Navy as a radio warrant officer at San Francisco. He is succeeded by Alan Scarlett, formerly of CKCL, Toronto.

HARRY DENNIS and D. Withington, engineers of WJW, Akron, have joined the Navy and Army respectively.

SAM LYLES, transmitter supervisor of WPTF, Raleigh, returns to the Navy as chief petty officer.

RUSS HUGHES, formerly control room operator for Pearltone Transcriptions, Des Moines, has joined WDAY, Fargo, N. D.

JOHN MICHAEL KEANE has joined the engineering staff of WOR, New York, to handle sound effects. Harry L. Bryant resigned Sept. 12 to join the Navy as a Second Class Radio Technician.

DAVID P. GULLETTES, assistant technical director of WCAU, Philadelphia, is the father of a baby boy.

WALTER BERGER, transmitter engineer of WFIL, Philadelphia, has returned to his post after a long illness.

RUSS BOWMAN and Keith Andrews are new control operators at WSOY, Decatur, Ill.

GEORGE KEICH, chief engineer of WICC, Bridgeport, and Jeanne Poli, women's commentator, were married recently.

ARTHUR LA PLANTE replaced Alfred Robinson, engineer of WICC, Bridgeport.

DAVE CRASSATO, engineer of KSAN, San Francisco, was inducted into the Army on Oct. 1.

MILTON KORF, studio engineering supervisor of WBBM, Chicago, has enlisted in the Navy as a warrant officer and has been assigned to onshore patrol as a radio electrician at San Francisco.

NBC Salvage

SALVAGE search into every nook and cranny of NBC's Radio City headquarters in New York uncovered among other things, aluminum shakers partly filled with small shot, an aluminum canary cage, and a half-ton aluminut curtain rod. The shakers were sound effects from an ancient Horace Heidt program, and the curtain rod had supported a Japanese Damask curtain—until Pearl Harbor.

NBC-Hollywood Class

TO GUARD against possible personnel shortage, NBC, Hollywood, on Oct. 1 started an engineering apprentice class.

CLEAN, HUH? That's what Andrew Friedenthal, chief engineer of WJR, Detroit, thought of his workshop on the 29th floor of the Fisher Building until he took a sharp look during the recent salvage drive. A little work yielded unnecessary filing cabinets, aluminum call letters and odds and ends for Uncle Sam.

IT&T Plans Plant

INTERNATIONAL Telephone & Telegraph Corp., New York, will soon start construction on the first unit of a new factory in Nutley and Clifton, N. J. Ultimate plan of IT&T is to transfer all or most of its American manufacturing and research laboratories to the new site, a 125-acre lot. International Telephone & Radio Mfg. Corp., organized by IT&T in 1941, and Federal Telegraph Co., acquired by the former concern in June, 1941, are soon to operate under one name, Federal Telephone & Radio Corp., which will head all IT&T manufacturing and research operations in the United States.

UP's full radio news and news feature service is going to seven additional stations, according to A. F. Harrison, radio sales manager of United Press. Stations contracting for the service are WKBN, Youngstown; WMAN, Mansfield, O.; WKPA, New Kensington, Pa.; WSAP, Portsmouth, Va.; KSAN, San Francisco; and two new stations, KWKW, Pasadena, Cal., and WEGO, Concord, N. C.

IN VIRGINIA YOU REACH MORE PEOPLE AT LOW COST · ON · RICHMOND'S STATION

5000 WATTS DAY AND NIGHT 910 KC

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

You Get 2 for 1

WHEN YOU BUY

WIBC

INDIANAPOLIS

1. Indianapolis with its huge defense payrolls.
2. Rural Indiana's wealthy farm district.

Yes, two markets covered by one radio station. And WIBC is the only Indianapolis station that is programmed to reach metropolitan Indianapolis and rural Indiana.

Represented Nationally by Paul H. Raymer Company

WQAM Directed To Keep Employe

Labor Board Holds Station Guilty of Unfair Methods

UPHOLDING the findings of its trial examiner, the National Labor Relations Board on Sept. 22 handed down a decision finding the Miami Broadcasting Co., operator of WQAM, Miami, guilty of engaging in unfair labor practices within the meaning of the National Labor Relations Act.

Board ordered the company to cease such practices and to reinstate Fred Handrich, former WQAM announcer, whom the board found to have been discharged for union activities, with full back pay since his discharge last December less his net earnings since that time.

Union Activity

Accepting the testimony of Handrich, who joined WQAM as a newscaster in June, 1939, and who became a member of the American Federation of Radio Artists in September, 1940, that his work had been highly praised by station officials throughout his period of employment at the station, the board discounted the station's reasons for discharging Handrich last December and found that his "aggressive leadership in the union was the sole reason for his discharge."

The lengthy decision, signed by Harry A. Millis, chairman, and William M. Leiserson, states: "Upon the basis of the entire record, we find that, by discharging Handrich, the respondent (WQAM) has discriminated against him in regard to hire and tenure of employment, thereby discouraging membership in the Union and interfering with, restraining and coercing its employes in the exercise of rights guaranteed in section 7 of the Act."

Station was ordered to stop such practices, to offer Handrich "immediate and full reinstatement of his former or substantially equivalent position," to reimburse him "for any loss of pay he has suffered by reason of the respondents discrimination against him," and to "post immediately in conspicuous places throughout its place of business in Miami and maintain for a period of 60 days from the date of posting, notices to its station employes (1) that the respondent will not engage in the conduct from which it ordered to cease and desist, (2) that the respondent will take the affirmative action set out in this order and (3) that the respondent's employes are free to become or remain members of AFRA's Miami local, affiliated with the AFL, or any other labor organization, and that the respondent will not discriminate against any employe because of membership or activity in any such organization."

Exemption From Premium Pay Order Is Sought by NAB's Labor Committee

EXEMPTION for the broadcasting industry from the provisions of the President's Executive Order on premium pay is being sought by the NAB on the ground that broadcasting is a "seven-day industry" and should not be subjected to the time-and-a-half overtime provisions for holiday work.

Decision to apply for the exemption to the Dept. of Labor was reached by the NAB's Labor Committee at a meeting in Washington last Wednesday. The new premium pay regulations became effective Oct. 1.

Holidays Involved

Members of the committee, of which C. T. Lucy, WRVA, Richmond, is chairman, concluded first that the broadcasting industry was covered by the Executive Order in that it falls under the heading of an industry "related to the prosecution of the war". It then was decided to ask for the exemption, pursuant to provisions of the order setting up such machinery.

The committee agreed that the only material effect the order would have on the broadcasting industry would be to require time-and-a-half pay for holidays. The Executive Order provides for a day of rest during the seven-day week, but since practically all stations already function on that basis, this was not deemed applicable.

Radio, like the newspaper industry, functions 365 days, seven days a week. Moreover, Government regulations, issued by the FCC, require minimum operating schedules for stations, in the public interest, with no provision for exclusion of holidays.

The committee, in addition to Chairman Lucy, comprises J. B. Rock, KDKA, Pittsburgh; A. K. Redmond, WHP, Harrisburg; Quincy Brackett, WSPR, Springfield; Norris O'Neil, WSJS, Winston-Salem. Mr. O'Neil was unavoidably absent.

Joseph L. Miller, NAB labor relations director, reported the overall matter to the committee. NAB President Neville Miller also sat in the meeting along with Russell Place, NAB counsel. Consulted by the committee also was Philip G. Loucks, Washington attorney and former NAB managing director.

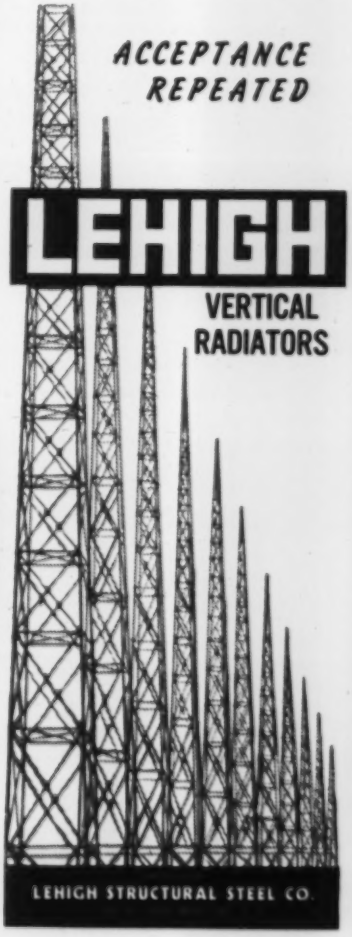
Serial Sponsor

BECAUSE of its success as a summer replacement on NBC for the *Eddie Cantor* show, sponsored by Bristol-Myers Co., New York, *Those We Love*, half-hour drama telling the story of the Marshall family, has been signed by General Foods Corp., New York, to continue on the air now that the *Eddie Cantor* series has returned. The show will start on CBS Oct. 11 in the interests of Grape-Nuts and Grape-Nuts Wheat-Meal and will be heard Sunday 2-2:30 p.m. Agency for both Bristol-Myers and General Foods is Young & Rubicam, New York.

Rockwood Back

ROCKWOOD & Co., Brooklyn, which has been off the air during the summer, will launch a 13-week campaign on 11 stations for Chocolate Bits sometime in October. Participations will be used from 8 to 16 times weekly on WNAC WBZ-WBZA WTIC WJAR WTAG WGN WGAR KHJ KNX WOR KDKA. Federal Adv., New York, handles the campaign.

WINX 1340 KC
1 ST in Washington
WITH THE NEWS
Originators of NEWS every HOUR ON THE HOUR
Representatives E. FORRMAN CO. New York Chicago or WINX Washington, D. C.



In the Salt Lake Market this exclusive NBC outlet consistently gets the big tune in
KDYL
The POPULAR Station
JOHN BLAIR & COMPANY
UTAH'S ONLY NBC STATION

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Where Sales Multiply

Air Castle of the South

W E

50,000 WATTS CLEAR CHANNEL

WSM

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

CRYSTALS by
HIPOWER
Thousands of vital transmitting installations rely on the accuracy and dependability of Hipower Precision Crystal units. With recently enlarged facilities, Hipower is maintaining greatly increased production for all important services. When essential demand begins to return to normal, Hipower will be glad to help with your crystal needs.
HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

OWI Radio Plan

(*Continued from page 14*)

ernment agencies and not at the broadcasting industry, Mr. Lewis stated. Emphasizing that all the problems involved can't be worked out overnight, he said his organization never had any illusions that it could have the whole business of Government radio coordination moving smoothly at the break of day on Oct. 1. It will take weeks to iron out the kinks, he said, but OWI counts on the intelligent cooperation that has always marked its associations with radio.

Declaring that the problems are in the minority, Mr. Lewis said they are nothing that can't be taken care of "by intelligence and common sense." He reiterated his request that stations continue their present method of handling and clearing war programs until they have worked out procedures with the nearest OWI radio representative.

Some time ago, Mr. Lewis said, he had suggested that each station appoint a "war program manager". Hundreds have done so and it has worked out quite satisfactorily. The war program managers are responsible for all contacts with field offices of Government agencies, and keep a watchful eye over the war messages and war programs their stations put on the air. He said the war program manager is the logical person to be the permanent contact with the OWI field representative.

Regulation No. 2 is not concerned with station-originated programs unless they request specific information or cooperation from some Government agency. The producer of the program, Mr. Lewis advised, should go directly to the information division of the agency involved and the agency in turn will notify OWI as a matter of routine on what assistance or material has been supplied.

Mr. Lewis described the regulation as laying the ground work for a new plan that will enable stations to render more efficient service with "less wasted effort, less confusion, more results". The details of this new plan are not ready to be announced, he said, but will follow as soon as the operation of Regulation No. 2 begins to straighten out.

In conclusion, Mr. Lewis thanked the stations for the vast amount of energy and enthusiasm they had put into their work on behalf of an America at war.

"I know that all of the Government agencies which are finding radio such a successful medium for reaching the American public wish me to pass along their appreciation for your excellent and unfailing cooperation. Here at the Radio Bureau of the Office of War Information we stand convinced that no other industry in the nation has given more fully, and without recompense, of its facilities."

War Managers

HAVE YOU a war program manager yet? Just recently the radio bureau of the Office of War Information sent a memorandum to stations suggesting the appointment of such a person to aid in maintaining effective liaison on various Government campaigns. In that way direct contact with each station will be established and all material sent to such a person. Cards went with the memorandum to be returned with the name of the War Program Manager appointed.

Charles G. Burke Joins Sales Force of WJR

CHARLES G. BURKE, formerly with Free & Peters, national station representatives, last week joined the sales staff of WJR as aide to Owen F. Uridge, assistant general manager. He replaces Herschel Roth, now in the Army Air Forces.

Mr. Burke

Mr. Burke headed the Free & Peters Office in Detroit for five years up to last February. Since then he has been with Wright-Sonovox, Chicago, a Free & Peters affiliated operation. He entered radio in Fargo, N. D., in 1928 after serving as city editor of the *Fargo Forum* for three years. Later he was commercial manager of W9XBY in Kansas City. He is a graduate of the U of North Dakota, is married and has two daughters.

Dr. W. B. Caldwell Adds Keystone Disc Hookup

DR. W. B. CALDWELL, Monticello, Ill. (Laxative Senna) subsidiary of Sterling Products, has placed one-minute transcribed announcements five days a week on 124 stations of Keystone Broadcasting system. Contract, for 27 weeks, started Sept. 28.

Dr. Caldwell is also running transcribed announcements 5 to 15 times a week on approximately 100 stations, making a total of 224 stations carrying Caldwell business. The intensified campaign on KBS is said to be the first large-scale use by Sterling Products of local stations in small urban and rural areas, inaugurating a new development by KBS of selling spot announcements on affiliated stations on a package basis. The package plan embracing the entire 190 stations of KBS is being offered to national advertisers in addition to the basic transcribed network service. Account was sold by Naylor Rogers, western manager of KBS through Sherman & Marquette, Chicago.

CJOC on the Air

CJOC, Lethbridge, Alta., went on the air Oct. 1 with a new 1 kw. transmitter on 1060 kc., according to Norman Botterill, manager.

Replies to FTC

(*Continued from page 18*)

more tobacco by weight than others, or 28% less nicotine.

For Prince Albert, Reynolds denied representing that it burns 86 degrees cooler than other brands but reasserts that laboratory "smoking bowl" tests showed it burned 86 degrees cooler than the average of 30 other largest- selling brands tested—"coolest of all."

Philip Morris Statement

Philip Morris without explanation, disposed of several items in the complaint by saying they did not correctly represent the substance of its advertising. Thus it denied advertising that Philip Morris causes no throat irritation, that Philip Morris smokers are assured protection from "smoker's penalties", or that competing brands are three times as irritating for inhalers as Philip Morris and that eminent doctors have found that smoking Philip Morris is beneficial or exceptional for inhaling.

Defending its claim that advertising is based on scientific tests by eminent medical authorities solely for the benefit of their profession, the firm admitted that tests were conducted at its expense, but denied they were made by persons without training and experience sufficient to make them accurate and scientific.

For Revelation Pipe Tobacco Philip Morris denied there was no fundamental difference between their product and other brands, as charged by the Commission. It stated that other charges citing Revelation for saying its the same as Philip Morris cigarettes, proved scientifically free from bite and recognized by eminent medical authorities were not correct statements of the substance of the advertising.

To FCC charges that Dunhill Cigarettes were misrepresented as an English imported brand, the company conceded advertising practices exhibited in the complaint but denied they misled the public.

LUCIEN A. HILMER, until last week assistant general counsel of the FCC, and Mrs. Hilmer became the parents of a 7 lb. 14 oz. daughter, Catherine, born Sept. 30 at George Washington Hospital, Washington. Mr. Hilmer has transferred to the Board of Economic Warfare.

"Imagine WFDF Flint Mich. giving credit to that blockhead!"

Increase in Budget Is Asked by FCC

Over $8,000,000 for Wartime Operations Is Requested

OCCASIONED largely by its war activities, the FCC is seeking a budget upwards of $8,000,000 for the fiscal year 1944, which begins next July. This represents an increase of approximately $1,000,000 in excess of the current fiscal year appropriation.

Hearings on the 1944 budget were held before the Budget Bureau Sept. 22, at which time the FCC estimates were advanced. Regular FCC appropriations, for ordinary peacetime functions, entail an expenditure of only about $2,000,000. The bulk of the fund is for the FCC's Foreign Broadcast Intelligence Service, war monitoring operations, foreign language control and propaganda analysis.

A supplemental appropriation of $608,000 for the fiscal year 1943 has been requested for the FCC by the Budget Bureau. Hearings before the Subcommittee on Appropriations were held last Wednesday. This fund largely is for the Foreign Broadcast Intelligence Service and the FCC's law staff.

Budget Director Harold D. Smith, in his report to the President recommending the supplemental estimate for the 1943 fiscal year, pointed out that the funds were required to "meet contingencies which have arisen since the transmission of the budget."

The FCC appropriation for the 1943 fiscal year provided $2,655,159 for national defense activities. An additional $2,149,876 was appropriated in the First Supplemental National Defense Appropriation Act, making a total of $4,805,035 available for these activities.

"The increasing value to the war agencies of the commission's activities in monitoring foreign short-wave and medium wave broadcasts has created a demand for an increase in the quantity and improvement in the quality of such services," Budget Director Smith said.

"Funds in the amount above specified will provide for an expansion to meet this demand and in addition for investigations into the personnel and program service of international and domestic foreign language broadcast stations, surveys concerning delays in transmission of communications, and assignments affecting the national security and defense devolving upon the Commission through the recommendations of the War Communications Board."

The FCC's fund for travel would be increased to $222,000 under the budget recommendation. Provision is made for the salary of the director of FBIS at not to exceed $9,000. "It is felt that the importance and responsibility of this position are sufficient to justify such a provision," said the recommendation.

CIVILIAN VINYLITE OUT FOR OCTOBER

THERE were no October allocations of Vinylite for civilian use since the entire quantity available was assigned to military needs with a little going to meet Government needs, it was learned. Furthermore there seems to be small likelihood of civilian allocations in November.

Until now many companies have been operating on existing stocks. In some cases such stocks are exhausted whereas others have an ample stock on hand sufficient to last for several months. With the seeming need for the substance in military material it does not appear unlikely that the War Production Board may see fit to freeze Vinylite now in the hands of transcription makers.

War Production Board officials have repeatedly said salvage of Vinylite through return of all old records is essential for the continued operation of the private transcription industry. Furthermore WPB officials said they were about to enforce conservation measures upon Government users too. To this end, a meeting was scheduled between Treasury and WPB officials last Friday.

Federal Disc Makers

DISC makers named to record exclusively for the Government on any work they may be able to obtain [BROADCASTING, Sept. 28, 1942] were named last week by the Procurement Division of the Treasury. The 17 firms approved by the Government are:

Advertisers' Recording Service, New York
Allied Phonograph & Record Co., Los Angeles
Carl Schirmer, New York
Bost Records, New York
Carnegie Hall Recording Studio, New York
Columbia Recording Co., New York
Carl Fischer, New York
Frankay & Jackson, New York
General Sound Corp., New York
Muzak Transcriptions, New York
N. B. C. Transcriptions, New York
Rockhill Radio, Inc., New York
Universal Recording, New York
W. O. R. Recording, New York
World Transcriptions, New York
Empire Recording Co., New York
U. S. Recording Co., Washington

U. S. Tobacco Plans

U. S. TOBACCO Co., New York, in addition to its sponsorship of the CBS *Gay Nineties Revue*, is planning a spot campaign for Model Tobacco to start in mid-October. One-minute and 30-second announcements will be placed on varying schedules on a list of stations, which are now being selected. Agency is Arthur Kudner, New York.

"Secondary Coverage is fine —Primary SALES are BETTER!
Use . . . WHBF
The 5000 WATT Voice of the Tri-Cities
Affiliate: Rock Island ARGUS
MUTUAL NETWORK · 1270 KC

HALF AFM NON-PROFESSIONAL

NAB Finds Gross of Half of Stations Is Less Than Half of Petrillo's Salary

THE EFFECT of the Petrillo edict against recorded music on the small broadcasting station, the coin operated phonograph, the home phonograph and the vast number of listeners who depend largely upon these sources for their musical entertainment is analyzed in a booklet, *The C is for Caesar*, published last week by the NAB.

Side-Line With Half

On the radio angle, the booklet points out that the broadcasting industry is expending annually some $15,000,000 for the employment of union musicians; that approximately 225 communities in which stations are located do not have enough musicians to form an AFM local and must depend largely on recordings for their musical programs; that more than half the AFM membership consists of non-professional musicians who are engaged in other occupations and for whom music is a side-line; that more than half of the country's radio stations are "small stations with annual gross incomes of less than Mr. Petrillo's annual salary and other personal income from his union."

The study continues: "Best available estimates indicate that more than 450 radio stations have annual gross receipts of $75,000 or less and the gross receipts of 137 of them are $15,000 or less. Two hundred radio stations actually lose money, while the average annual net profit, even before taxes, of stations whose total receipts are less than $75,000, is approximately $1,000 per station.

"If a majority of the broadcasting stations in this country were forced to hire even a few musicians for the 15 or more hours a day that they are on the air, musicians' salaries would consume more than these stations' gross receipts from all sources. Of course, these stations would be put out of business."

As an indication of how money derived from a tax on recordings might be spent by the union, the pamphlet cites a resolution introduced at the last AFM convention, which would divide money obtained from juke boxes as follows: "1% would go to the musicians who made the recordings; 1% to record manufacturers for labels; 5% to owners and operators of establishments using records to cover bookkeeping costs; 15% to Mr. Petrillo's home office for 'legislating and distribution costs'; 63% to officials of local unions 'for inspectors' salaries and costs of enforcement,' and 15% would go to local unions for 'relief and unemployment fund.'"

20 YEARS OF SERVICE
1922-1942
WSYR
SYRACUSE, N.Y.
NBC Basic Red
5000 WATTS AT 570 KC.
The Perfect Combination

No. 10 of a Series

Skilled Labour Supply — Loyal British Stock

PRACTICALLY eighty per cent of present day Nova Scotians are of British stock. The founding of Halifax in 1749 established the English population, to be notably reinforced by thirty thousand Loyalists from the thirteen colonies, after the American War of Independence.

The fifty thousand Scots, who emigrated after the eighteenth century troubles in the Highlands, settled chiefly in Cape Breton Island and in the counties of Antigonish and Pictou. The third considerable group in the population were King George's subjects from Hanover, who arrived soon after the founding of Halifax, and settled in Lunenburg County.

On the south and west coasts are French Acadian settlements of great charm. Many were established by the former citizens of old Louisburg, or by the Acadians who returned from the expulsion described in Longfellow's *Evangeline* — most of whom came back, despite the poetic tradition.

INVESTIGATE NOVA SCOTIA
Radio Broadcasting Station
CHNS
HALIFAX, NOVA SCOTIA, CANADA
USA Rep. • Jos. Wood & Co. • New York City

President's Talks, News Top Survey

Program Popularity Analyzed For Past Season by CAB

HIGHSPOT of the 1941-42 winter radio season unquestionably was the remarkable demonstration of the people's interest in their President's war messages and a paralleling growth of audiences for news programs in the months immediately after Pearl Harbor, reports the Cooperative Analysis of Broadcasting in its semi-annual survey of "Radio Program Audiences" from October 1941 to April 1942.

Variety programs again were the most popular type of network entertainment, with an average rating of 16.1, the study reveals. Audience participation programs were second, with an average rating of 11.4, beating out dramatic programs by one-tenth of one percent, while popular music, classical and semi-classical music and familiar music scored in that order as the next three most popular program types, rating respectively 8.7, 8.4 and 7.4.

Popularity of News

Largest gain by percentage in the number of programs of any type was the growth of sponsored network newscasts, totalling 19 during the 1941-42 season for a gain of 35.7% over the previous year's 14. Concurrent with this increase in the number of news programs was a drop in average rating from 6.5 to 5.3.

All types of evening programs had lower ratings last winter than during the previous winter, except audience participation shows, which showed no change, the CAB found, but pointed out that the decline in ratings was traceable to the increase in evening network programs from 129 in 1940-41 to 140 in 1941-42.

Analyzing daytime programs, the CAB reported that the 62 dramatic and serial dramatic programs occupied 79% of network time but ranked third in popularity, being outrated by familiar music, represented by only one program, and by a trio of classical and semi-classical programs. Daytime program types with lower ratings than daytime dramas were, in descending order, variety programs, children's programs, hymns, talks, news programs and popular music.

A breakdown of audiences by income levels showed that classical and semi-classical music was the most popular type of radio entertainment with the upper income group and the least popular with the lower income group. Just the reverse was the rating of melodramatic broadcasts which ranked first with the lower income group and last with listeners in the upper income class.

Study, based on more than 412,000 completed interviews during the seven-month period, also analyzes the programs by their monthly ratings, by the amount of time devoted to each type, by length of broadcast and by geographical areas, with separate tables, graphs and charts for evening and daytime net broadcasts.

PEN WIELDER Evelyn Stark, radio director of McFarland, Aveyard & Co., Chicago, signs a new BLUE contract for Northwestern Yeast Co., Chicago (Yeast Foam) as *Songs of a Dreamer*, formerly transcribed on 15 midwestern stations, shifts to 18 midwestern BLUE stations, Monday, Wednesday, Friday, 10-10:15 a.m., with the same cast, Gene Baker, vocalist, Irma Glen, organist, Doris Rich, home economist. Witnesses to the signing are (l to r) E. K. Hartenbower, salesman, Merritt R. Schoenfeld, sales manager and E. R. Borroff, vice-president and general manager, all of the BLUE-Chicago.

Coincidental Survey Is Added by CAB To Provide Two-Way Check of Audience

COOPERATIVE Analysis of Broadcasting has expanded its field of research to include the coincidental as well as day-part recall method of measuring the audiences of network programs, beginning Oct. 1 and will hereafter provide CAB subscribers with two separate ratings for these programs.

In addition, CAB has revised the procedure used by its investigators in collecting data on programs heard during the previous two hours to include 32 half-hour interview periods in place of the eight daily interview periods formerly scheduled.

Improved Technique

Expansion of the CAB measurements was announced in a letter sent last week to all CAB subscriber-members by A. W. Lehman, manager. Concerning the "continuous day-part ratings", the letter reads:

"One rating will be provided by the CAB day-part method. Up to now CAB ratings have been based on telephone interviews made eight times a day, each set of interviews recording listening data for the previous two hours (day-part). Now 32 sets of interviews will be completed daily, each set reviewing the previous two hours.

"The two-hour day-parts will overlap each other so that four sets of interviews will be completed every two hours—that is, one set of interviews every half-hour. Overlapping will not only reduce the time between the broadcast and the interview, but also make the elapsed time practically the same for every program. This new, continuous day-part method provides the information necessary to determine the conscious impression of programs.

"The other measurement or rating will be obtained by the coincidental method of investigation. This rating will supply a measurement of the average audience of the programs. The CAB will base each rating on as adequate a sample as heretofore."

The expansion involves an appreciable increase in the number of calls, Mr. Lehman stated, but does not greatly increase the expense of the service, since either system alone costs almost as much to set up and maintain as does the combined measuring plan.

"In effect," Mr. Lehman summarized, "there are two dimensions to the audience to any radio program: 1, Those who are listening to it, and 2, those who hear it and remember that they heard it. The CAB will henceforth supply its subscribers with both of these dimensions for each program measured."

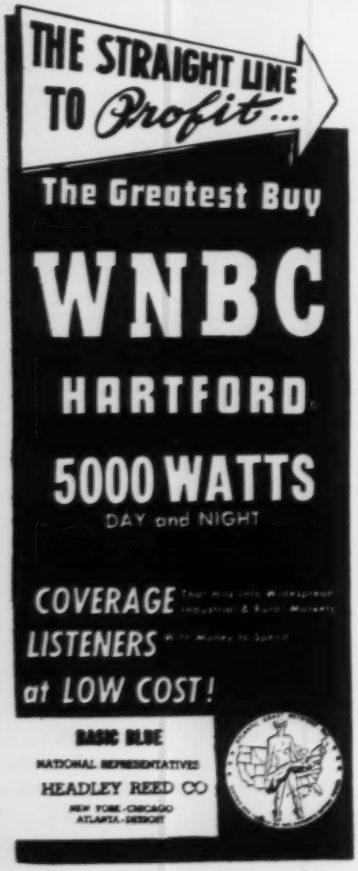
SCIENTIFIC GROUP WILL ADVISE NBC

A SCIENTIFIC advisory committee which will study NBC programs, particularly those relating to the war, and report to the network ways in which the moral qualities of network broadcasting may be improved was announced last week by Niles Trammell, NBC president.

Headed by Dr. Morris Fishbein, editor of the *Journal of the American Medical Association* and of the health magazine, *Hygeia*, the committee also includes Dr. Henry L. Viets, neurologist to the Massachusetts General Hospital and lecturer at Harvard Medical School, and Dr. Winfred Overholser, professor of psychiatry at George Washington U School of Medicine.

"We expect this committee of scientists to study and analyze all NBC programs, particularly in relation to the national welfare and war effort, and to make recommendations to the company for the betterment of our broadcasting efforts," Mr. Trammell said.

Dr. Fishbein pointed out that since millions of people derive "leadership and inspiration" from radio programs, "scientific study focused on these programs should help toward intensification of those factors most beneficial for the public of a nation at war. Radio is essentially the medium from which the family as a group obtains a stimulus to better living and hygienic thinking."



kglo
MASON CITY, IOWA
Now 5000 watts
DIP INTO THE PORK BARREL MARKET
-at old 1000 watt rates still in effect
THE Pork Barrel MARKET
CBS AFFILIATE ★ WEED & COMPANY, NAT'L REPRESENTATIVES

74 Stations in Record Network For Associated Oil Broadcasts

West Coast Oil Firm Arranges Greatest Schedule In Its 17 Years of Football Sponsorship

OPERATING on the largest scale in the history of its seventeen years of football broadcasting, Tide Water Associated Oil Company, Associated Division, San Francisco, again has contracted to bring descriptions of the intercollegiate and military service grid contests to audiences in six western States and Hawaii.

Harold R. Deal, advertising and sales promotion manager of Tide Water Associated Oil Company stated that the advertiser will use the facilities of 74 radio stations located in 56 cities and towns in the Western states, Alaska and Hawaii. Barring a sudden cessation of games because of wartime conditions, the season's close on New Year's Day, 1943 will have found a total of 91 games covered since the opener on September 19.

Four networks are being used to carry the games—Blue Network, CBS, Mutual and Golden West. In addition, several groups of stations have been linked together to deliver Associated Sportscasts to areas made important by war industries and military activities. Two Alaska stations, KFAR, Fairbanks, and KINY, Juneau are releasing play by play reports. Practically every city in the West that boasts a radio station will have local releases.

To Reach Servicemen

The war was indirectly an incentive for the enlargement of Associated's radio activities, according to Mr. Deal. He said: "Two factors influenced our judgment. One is the tremendous number of service men camped or on active duty in the Pacific area. Taken as a group, these are America's most sports-minded young men. They deserve a chance to enjoy these football games even if they can't see them themselves and Associated cherishes its opportunity to make this possible.

"Our second consideration is the restriction on civilian travel caused by rationing and shortages. Thousands of people who would ordinarily go to games will not be able to get to them this year. This means that our sportscasts will be a greater public service than ever and at the same time, frankly, will give Associated's sales story a larger and more appreciative listening audience."

Associated has extended its promotional tie-ins this year on the football broadcasts. A thirty-two page comprehensive schedule of all games played by college and service teams in the west has been published by Associated. In addition to the schedule of games, Associated is offering the public, through service station distribution, a second schedule, showing the starting times of all sportscasts and the call-letters of radio stations over which they may be heard.

A new give-away item, also available at Associated service stations, is a four page tabloid paper, "Associated Football News", published periodically and giving pictures and general information about Western players, coaches, games, rules and Sportscast highlights. All of these promotional pieces are given free and are called to the listeners' attention in the football broadcasts' commercial announcements.

The commercial announcements at the games, designed this year to merchandise a special product and a special car-saving service each week, will take only part of the time usually allotted to such material. The balance of the time is given over to messages in behalf of such war time agencies as the Blood Bank, War Bonds, salvage drives and recruiting offices of the services.

Associated's list of sportscasters, each of whom has a commentator working with him to give stadium color and commercials, totals fifteen, most of whom are veterans on the job. The list includes: Ted Bell, Pat Hayes, Rod Klise and George Mooney in Washington; Johnny Carpenter, Hal Byer and Marshall Pengra in Oregon; Ernie Smith, Hal Wolf, Carroll Hansen and Jack McDonald in Northern California and Frank Bull, Tom Hanlon, Harry Mitchell and Lou Kroeck in Southern California.

Here is the list of stations being used by Associated:

KALE	KGMB	KMYC	KROY
KBKR	KGO	KNX	KSFO
KBND	KGU	KODL	KSUN
KDB	KGY	KOH	KTAR
KDON	KXRO	KOIN	KTKC
KECA	KYUM	KOL	KTMS
KELA	KARM	KOOS	KTUC
KERN	KHBC	KORE	KUIN
KFX	KHJ	KOY	KVCV
KFBK	KHSL	KPMC	KVEC
KFJI	KIDO	KYOS	KVOA
KFPY	KIEM	KAST	KVOE
KFRC	KIRO	KPQ	KWAL
KFRE	KIT	KQW	KWG
KFSD	KJR	KRKO	KWIL
KFXM	KLRM	KRLC	KWLK
KGA	KMED	KRNR	KWRC
KGB	KMO	KROW	KXO
KGLU	KMPC		

E. & J. GALLO WINERY, Modesto, Cal. (wines), in a seasonal campaign started Sept. 22, using a total of 27 announcements per week on KHJ, Hollywood. Other stations are to be used. Agency is Chas. H. Mayne Co., Los Angeles.

PRIZE BANANA SQUASH grown by Clyde Dietrich, engineer of WGN, Chicago, in his victory garden is exhibited by Margie Peschel, secretary, and Holland Engle, staff announcer and *Farm Hour* m.c. of WGN, Chicago. Almost a yard long, the gold colored squash won a blue ribbon in the garden club of Villa Park suburb where Dietrich lives.

Luckenbill Joins Esty As Marvin's Successor

TAKING the agency field somewhat by surprise early last week was the sudden change of radio directors at Wm. Esty & Co., New York. Thomas D. Luckenbill, formerly with J. Walter Thompson Co., New York, took over the position at Esty Monday, and Richard Marvin, Who has directed Esty's radio programs since 1938, has resigned. Mr. Marvin had not announced his future plans as BROADCASTING went to press, nor had a successor been named by J. Walter Thompson to fill Mr. Luckenbill's position as supervisor of the Lever Bros. Co. (Lux) account.

Mr. Luckenbill was named a vice-president, as were Adlai S. Hardin, former account executive, and James J. Houlahan, assistant to the president.

Norins Heads WBYN

WILLIAM NORINS, former sales manager of WBYN, Brooklyn, and previously general sales manager of Majestic Radio, New York, has been named general manager of WBYN, succeeding Griffith B. Thompson, who is on leave to serve as a captain in the special services branch of the Army. Also joining WBYN last week as publicity director was Edmund Leamy, formerly handling publicity for the American Petroleum Institute, and prior to that with the *New York Sun*.

QUAKER OATS Co., Chicago, has started sponsorship of Alexander McQueen's *Nothing But the Truth*, five-minute morning program of news and observations six times a week on WMAQ, Chicago. Commercials will alternate daily between Aunt Jemima pancake flour and Quaker Oats. Agency for Quaker Oats is Ruthrauff & Ryan, Chicago; for Aunt Jemima flour, Sherman K. Ellis Inc., Chicago.

"This program has met with favorable response from our listeners, and the announcers are enthusiastic." WJPF

● More than five hundred radio stations are using programs prepared by ASCAP Radio Program Service. They are written by writers experienced in the problems of both the Program and Commercial Departments. They are available, without cost, to any ASCAP-licensed station. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

KWKW
1000 Watts
at
1430 Kilocycles
Pasadena, Calif.
●
Servicing the whole Los Angeles Metropolitan Area 3,000,000 high wage earners.

KFQD
ANCHORAGE
Alaska
LOCATION
"The Nerve Center"
Hub of Alaska Activities
Low Rates - Real Results
Representatives
ROMIG FULLER
1411 Fourth Ave.
Seattle, Wash.

The Northwest's Best Broadcasting Buy
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Nat. Rep.

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 26 TO OCTOBER 2 INCLUSIVE

Decisions . . .

SEPT. 29

WNAC, Boston—Granted 60 day extention special services authorization.

KFAC, Los Angeles—Designated for hearing application increase power, new transmitter, directional antenna.

WFMJ, Youngstown, O.—Granted assignment of license from William F. Maag, Jr., to the WFMJ Broadcasting Co., new corporation of which William F. Maag, Jr., owns 99.2% stock.

WDAE, Tampa, Fla.—Denied special service authorization.

WQBC, Vicksburg, Miss.—Designated for hearing modification of license change frequency, operate unlimited 500 w Day, 1 kw. N.

SEPT. 30

KTSM, El Paso—Denied special service authorization.

WBAX, Wilkes-Barre, Pa.—Granted extention temporary license until Dec. 31, 1942.

KFMB, San Diego—Denied special service authorization.

WCOA, Pensacola—Denied petition for authority operate with 10 kw. on 1030 kc., designated for hearing.

WOV, New York—Granted renewed license standard, auxiliary station until Oct. 1, 1944.

WAPI, Birmingham, Ala.—Granted with conditions change in frequency from 1170 to 1070 kc., denied increase in power from 5 to 50 kw. Must use only present two towers.

WBOW, Terre Haute, Ind.—Granted continuance of hearing to Nov. 12.

WKBW-WGR, Buffalo—Granted postponed hearing on new license until Nov. 20.

KDNT, Denton, Tex.—Granted petition to accept late appearance.

WHEB, Portsmouth, N. H.—On Commission's motion hearing to transfer control postponed to Nov. 6.

OCT. 1

KXO, El Centre, Cal.—Granted continuance hearing to Nov. 2.

Applications . . .

SEPT. 28

WCAH, Buffalo—Modify CP non-commercial educational broadcast station, extend commencement and completion dates 6 months, one year after war.

SEPT. 29

WASH, Grand Rapids—Modify license to increase power from 500 w. to 5 kw. as authorized by CP for WOOD.

WJZM, Clarksville, Tenn.—Voluntary assignment of license to William Kleeman.

OCT. 2

WINS, New York—Three separate applications increase power, new transmitter and transmitter site, operate full itme. (1. Modify CP granted to increase power 1 to 50 kw to extend completion date until Nov. 3, 1944; 2. Increase power 1 to 5 kw., 3. Increase power 1 to 10 kw.).

WSAP, Portsmouth, Va.—Modify CP new standard broadcast station for approval of studio site, change transmitter location, antenna change.

Tentative Calendar . . .

KXKX, Kansas City—Renew television license (Oct. 5).

KPAC, Port Arthur, Tex.—Modify license 1250 kc. 1 kw unlimited (Oct. 6).

NEW, Hughes Productions, Division of Hughes Tool Co., Los Angeles—CP television station 60-66 kc., CH. No. 2, 500 w. (Oct. 7).

NEW, Hughes Productions, Division of Hughes Tool Co., San Mateo County, Cal.—same, with 740 w. (Oct. 7).

NEW, Beauford H. Jester, individually and as a trustee, Waco, Tex.—CP, 1230 kc., 250 w. unlimited. (Oct. 8).

Tube Life

POCKET size booklet, *Thirteen Ways To Prolong Tube Life*, now distributed by Heintz and Kaufman, Ltd., South San Francisco, Cal., gives helpful hints on getting the longest service from electronic tubes. It considers plate dissipation, proper tuning of circuits, reduction of "no signal" plate current in Class B audio amplifiers, minimizing stray circuit losses in Class C stages, and other problems.

News and Special Events Are Separated by NBC

NBC has divorced the activities of its news and special events department from the network's program department, under which it formerly functioned, according to Niles Trammell, president of NBC.

William F. Brooks, recently appointed director of news and special events [BROADCASTING, Sept. 28], will head the separate department with Francis C. McCall as manager of operations, assisted by Lathrop Mach in charge of the special events desk, and Adolph J. Schenider, head of news desk operations.

Thrower Is Appointed As BLUE Vice-President

FRED M. THROWER Jr., General sales manager of the BLUE, last Friday was selected vice-president in charge of sales for the BLUE at the monthly meeting of the network's boards of directors, as announced by President Mark Woods.

One of the youngest major executives in the radio industry, Mr. Thrower joined NBC in 1929, serving in various capacities as a contact for advertising agencies and clients prior to transferring to NBC sales in 1933. When the BLUE became a separate organization from NBC in January of this year, Mr. Thrower was named general sales manager. He was born in Tampa, Fla., and received his education in that city and at military school in Kentucky before coming to New York to join NBC.

Types of Jobs in Broadcasting Are Defined by Federal Board

BROADCAST employes have been defined by types of jobs as a result of a careful evolution of a "dictionary of definitions" by the Domestic Broadcasting Committee of the Board of War Communications and the latter will transmit this list to the War Manpower Commission in the near future, Chairman Fly indicated at his press conference last Monday.

This task of developing job definitions was assigned to each committee within BWC covering the entire field of communications and now the entire list will be turned over to WMC.

Critical Occupations

In the broadcast field, it is understood, all classes of employes have been defined with special reference to the "critical occupations". Presumably the data will be useful to the WMC and the U. S. Employment Service in developing manpower quotas for essential jobs in communications, just as will be done in all other fields. The material will likely be sent to National Selective Service for distribution to local boards as an aid in determining the status of registrants and in setting up exemptions and deferments.

In addition to the definitions of occupations, the BWC is also engaged in a long-range manpower project which involved mailing 6,000 questionnaires to all companies and operations engaged in communications, including broadcast stations. More than 4,000 were returned during the past six weeks.

These questionnaires are designed to obtain detailed information for each occupation. When the material has been collected it will be tabulated so that every department of broadcasting, for example, will be appraised. With this information compiled, such questions as the need for projected training programs, anticipated personnel demand and the likelihood of replacement can be considered.

These data will also provide the BWC with needed information to guide WMC, USES and Selective Service in the development of manpower policies for every branch of the communications field.

At Selective Service headquarters last week, it was asked that employers be informed of the issuance of a simplified form 42-A for use in the application for deferment of "necessary men". Selective Service advises employers to use them in connection with all key men regardless of whether these employes have been deferred for other reasons.

To prevent the possibility of induction of men necessary in III-A or III-B, who have been classified on the basis of dependency, when those categories are being considered for military service, could be avoided by the evidence contained in Form 42-A. Of further value, the filing of application for the deferrment of an employee gives the employer the right to appeal a change in the employe's classification, it was said.

Network Accounts

All time Eastern Wartime unless indicated

New Business

GENERAL FOODS Corp., New York (Grape-Nuts, Grape-Nuts Wheat-Meal) on Oct. 11 starts *Those We Love* on 110 CBS stations, Sun., 2-2:30 p.m. Agency: Young & Rubicam, N. Y.

MENTHOLATUM Co., Wilmington, Del. (cold remedy), on Oct. 11 starts *William Winter's News Analyses* on 18 CBS stations in West and Midwest, Sun., 5:30-5:45 p.m. (PWT). Agency: J. Walter Thompson Co., N. Y.

ADAM HAT STORES Inc., New York, on Oct. 9 only sponsors Garrison-Ramic welterweight fight on 13 Pacific Coast BLUE stations, Fri., 10 p.m. Agency: Glicksman Adv. Co., N. Y.

CREAM OF WHEAT Corp., Minneapolis (cereal), on Oct. 2 resumed *The Breakfast Club* on 75 BLUE stations, Fri., Sat., 9:45-10 a.m. Agency: BBDO, Minneapolis.

DEPT. OF FINANCE, Ottawa (Third Victory Loan) on Oct. 7 starts *All Star Variety Show* on 49 Canadian English-speaking stations, Wed. 9-10 p.m. Agency: Adv. Agencies of Canada, War Finance Group, Toronto.

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Malls), on Oct. 12 starts *Gracie Fields* on 138 BLUE stations, Mon. thru Fri., 9:55-10 p.m. Agency: Ruthrauff & Ryan, N. Y.

NORTHWESTERN YEAST Co., Chicago (Yeast Foam), on Oct. 5 starts *Songs of a Dreamer*, musical variety program, on 11 BLUE stations, Mon., Wed. and Fri., 10-10:15 a.m. Agency: MacFarland, Aveyard & Co., Chicago.

CAMPANA SALES Co., Batavia, Ill. (Italian Balm), on Oct. 10 starts *Campana Serenade* on 54 NBC stations, Sat. 10:15-10:30 p.m. originally scheduled for 7-7:15 p.m. Agency: Aubrey, Moore & Wallace, Chicago.

Renewal Accounts

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camels), on Sept. 28 renewed *Blondie*, adding 35 CBS stations, making a total of 114 CBS stations, Mon., 7:30-8 p.m. (rebroadcast, 10:30 p.m.) Agency: William Esty & Co., N. Y.

INTERNATIONAL SILVER Co., Meriden, Conn., on Oct. 4 added 32 CBS stations to *Edward R. Murrow*, making a total of 86 stations, Sun., 6-6:15 p. m. Agency: Young & Rubicam, New York.

AMERICAN HOME PRODUCTS, New York (Kolynos, Bisodol), on Oct. 5 added 7 CBS stations to *The Romance of Helen Trent*, making a total of 49 CBS stations, Mon. thru Fri., 12:30-12:45 p. m. Agency: Blackett-Sample-Hummert, New York.

ANACIN Co., Jersey City (headache powder), on Oct. 5 adds five CBS stations to *Our Gal Sunday*, making a total of 55 CBS stations, Mon. thru Fri., 12:45-1 p. m. Agency: Blackett-Sample-Hummert, New York.

FAMILY POLICY SERVICE, New York (insurance counsellor), started five-minute transcribed dramatizations in the New York area in June, expanding to 20 stations in 12 markets in August, with 52-week contracts for five-weekly airings. Aired 16-times weekly on 5 New York stations. Gunn-Mears Adv., New York.

PIERCE'S PROPRIETARIES, Buffalo, thru F. H. Hayhurst Co., Toronto. Radio spot campaign on Ontario stations will start soon.

"BASEBALL ANNOUNCER of the Year" is title awarded Arch McDonald, sports announcer for WJSV, Washington, in the annual competition conducted by *Sporting News*. Trophy was presented during a broadcast on KMOX, St. Louis, by the editor, J. G. Taylor Spink. It was the first time the trophy had gone to an announcer not currently broadcasting the World Series. Present were (l to r) France Laux, KMOX; Mr. Spink; Mr. McDonald; William Harridge, president of the American League; Shirley Povich, *Washington Post*; J. P. McEvoy, director of broadcasts for the American League.

1907 Ensign Stephen Fuld 1942

RADIO'S FOURTH known World War II casualty was listed last week with the official report that Ensign Stephen Fuld, U. S. Coast Guard, and former CBS station relations man, was "missing" while on convoy duty.

Ensign Fuld was commissioned last summer, having taken indefinite leave from the CBS station relations staff. Last week word was received by his brother, Fred Fuld, from the Navy Personnel Bureau, that Steve was "missing" while in the service with the Coast Guard on convoy duty in the Atlantic. His brother is an instructor in the Army Air Forces.

Stephen Fuld was born in New York Oct. 17, 1907. He was widely known in radio circles and had been with the CBS station relations department for the last five years, working directly under Station Relations Vice-President Herbert V. Akerberg. His mother resides in New York.

Radio's known honor roll also includes Ensign Thomas R. McClelland, former chief engineer of KLZ, Denver, who died at Pearl Harbor; Capt. Derby Sproul, Army Air Forces, reported dead "somewhere in Africa" following a plane crash, who formerly was with KLZ, Denver, KDKA, Pittsburgh, and KOA, Denver; and Sam Miller, former transmitter engineer of KLRA, Little Rock, reported "missing in action" in naval operations in the North Atlantic.

ENSIGN FULD

Coast Politics

EARL WARREN for Governor Non-Partisan Committee, Los Angeles (political), in a 34 day campaign ending Nov. 3, is currently using a total of 1,570 day and night one-minute transcribed and station break announcements on 22 Southern California stations. List includes KNX KFI KHJ KECA KFWB KMTR KMPC KPAS KGB KFXM KTMS KPMC KVEC KFMB KFSD KFAC KIEV KFOX KVOE KERN KXO KPRO. In addition, during the campaign a total of 10 statewide sponsored network programs is planned for release on California stations of CBS, NBC, BLUE and Don Lee. Agency is Eugene F. Rouse & Co., Los Angeles.

CBS in cooperation with the BBC is working on a new series to be titled *Best Radio Plays of All Time* and scheduled to start soon. Norman Corwin, CBS producer-director now in England, is remaining in that country to help collect BBC scripts.

Knox Spots

KNOX Co., Hollywood (Cystex), in a campaign which will continue through March, is using an average of 5 transcribed announcements weekly on between 10 and 15 stations nationally and will add others to the list. Firm in addition is utilizing a similar schedule, along with quarter-hour dramatic programs, on 11 Canadian stations. Transcribed announcements are scheduled to follow newscasts. Agency is Allen C. Smith Adv. Co., Kansas City, Mo.

KGA Exclusively Blue

KGA, Spokane, has become an exclusive BLUE Network outlet and has announced "discontinuation of all Mutual Network programs from its schedules." The station, operated by Louis Wasmer Inc., said it would devote its entire time to programs from the BLUE and local releases from its own production department.

KGDM Joins CBS

KGDM, Stockton, Cal., on Oct. 1 joined CBS as a Pacific Coast bonus outlet, taking all CBS programs reaching the Coast prior to local sunset until it starts operating on fulltime Nov. 1. Owned by E. F. Peffer, KGDM operates on 1130 kc. with 5,000 watts.

NBC Adds District

BECAUSE of the disparity in size among the seven districts originally set up for representation on NBC's Advisory & Planning Committee, the group has voted that an additional district be organized to make next year's committee consist of eight district representatives. The vote was taken at the committee's fourth meeting held Sept. 5 in Chicago. The new district will be on the eastern seaboard, taking in the states of Pennsylvania, Maryland, Delaware, Virginia, North and South Carolina.

FOR THE "World's Best Coverage of the World's Biggest News"

UNITED PRESS

FCC Not Affected By Handout Slash

Commission Already Had Cut Volume of Press Releases

SINCE reduction in the number of FCC press releases was instituted in May, 1941, the recent order of the Office of War Information to reduce such operations in most Federal agencies has no practical effect upon the FCC [BROADCASTING, Sept. 28].

In May 1941 the FCC was using 1,331,000 sheets of mimeographed paper for its various releases. In May, 1942 this had been reduced to 388,000 sheets and in August a further reduction to 360,000 sheets.

In the drive to save paper, general information releases were discontinued in January, 1942. In the distribution of the other two types of information economy was effected by eliminating more than 700 names from mailing lists and sending releases to people which only affect them instead of sending all releases to every person on the mailing list.

Rockefeller Sees Need To Improve Programs

EMPHASIZING the importance of shortwave programming in psychological warfare Nelson Rockefeller, Coordinator of Inter-American Affairs reported in a press conference last Thursday that he found during his trip through much of South America certain areas which had greater listening than expected and found others woefully weak.

Steps would be taken to change this condition he said by strengthening signal beams and improving the quality of informational content of programs. Such steps have already been provided for in a three point program covering revised programming, improved signal strength and increased facilities [BROADCASTING, Sept. 28.]

October Series on Blue

WITH THE addition of *To The President*, new series to be written and produced by Arch Oboler, starting Oct. 18, realignment of the mid-day portion of the BLUE's Sunday broadcast schedule has been completed by Phillips Carlin, BLUE vice-president in charge of programs. The series will be heard 12:30-1 p.m., and another new program, *Soldiers of Production*, has been placed in the 11:05-11:30 a.m. period.

KFIO to MBS-Don Lee

KFIO, Spokane, On Oct. 1 became city, replacing KGA, former MBS the Mutual-Don Lee outlet in that affiliate. KFIO, owned by the Spokane Broadcasting Corp., operates on 1230 kc., 250 watts, fulltime.

Plans Midwest Drive

WAIT CAHILL Co., Decatur, Ill. (Green Mountain cough syrup), has named Wade Adv. Agency, Chicago, to handle its advertising. Company is planning to sponsor local live talent programs on about 10 midwestern stations.

162 Advertising Agency Account Executives Space Buyers & Officers (Ross Federal Research & Sales Management) PICK

WIBX

Utica, N. Y.'s *ONLY* Radio Station!

3RD. In Middle Atlantic Test Market

Columbia's Middle Link in Central New York

CINCINNATI'S Favorites

50,000 WATTS C B S

SYLVIA and PAT

HEARD DAILY SINGING WITH BOBBY BAKER'S ORCHESTRA

THE L. B. Wilson STATION

EXTRA BASE HITS with WCHS CHARLESTON W. VA.

5,000 WATTS On 580 · CBS

Serving Georgia's Richest Market WITHOUT WASTE!

WATL ATLANTA

MBS 250 W 1400 K C

Represented by SPOT SALES Inc.

GE Electronic Branch

AN ELECTRONIC BRANCH was established recently by General Electric Co. at its Nela Park lamp department, for the manufacture, sale and performance of various electronic products being made for the Government in several GE lamp factories.

General manager in charge of manufacturing is Z. G. Taylor, formerly manager of the company's fluorescent lamp works in Jackson, Miss. W. H. Robinson, Jr. takes over general commercial responsibility and engineering service for electronic products.

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

WANTED

Private party wishes to purchase radio station in market of 40,000 or over. Please address replies to Box 875, BROADCASTING.

WANT A PERMANENT JOB AS CHIEF ENGINEER? WGRC - Louisville, Kentucky, MBS, 250 watts, has immediate opening. Prefer older man, settled, experienced in handling men, good practical man on recording, studio speech input, transmitter, construction; in fact, one we can turn all engineering problems over to with complete confidence. No desk job. RCA equipment. IBEW contract on rest of men. Will pay $200 or more per month for right man. If you want solid job with solid station, forging ahead, keeping up with progress, call S. A. Cisler, Manager, collect, at once, or send photo, references, background.

Two Alert Local Salesmen—50,000 population. Competition 50 KW Station and morning and evening papers. In Southern City. Good chance for advancement if result getter. Wire interest. Box 914, BROADCASTING.

MANAGER-PARTNER—A rare opportunity for the man who can qualify. A man who because of his knowledge and past years of success in radio can assume managerial responsibilities, can stand rigid investigation and can make a substantial financial investigation in and become permanently associated with a well paying successful local. Your first letter should contain sufficient personal information, a recent photo, marital status, draft status, banking reference and complete details of your radio and other business experience. All replies held in confidence. Box 916, BROADCASTING.

PROGRESSIVE GEORGIA STATION—Has opening for co-operative draft exempt announcer. Send details, transcription and photo to WRDW, Augusta, Georgia.

PROGRAM DIRECTOR—Wanted by prominent eastern network-affiliated local. Must be capable taking over established morning commercial record show as only air work; taking over progressive programming under liberal management. $40.00 weekly to start. Write experience, draft status, full details to Box 898, BROADCASTING.

Engineer Wanted—First or second class license. By 1000 watt full time CBS affiliate. Living and financial conditions attractive. Real opportunity for permanent connection with advancement. WCAX, Burlington, Vermont.

Engineer—First or second class. WGNY, Newburgh-New York.

Salesman—For 5,000 watt Regional; Basic Network affiliate; Prosperous Market. Address complete details to Box 899, BROADCASTING.

OPPORTUNITY — For reliab'e, draft exempt, writer-director-announcer. Send photo, transcription of voice, samples of copy. State age, record of past performance and salary expected. William F. Holland Agency, Cincinnati, Ohio.

Have an immediate opening—For time salesman with proven record to sell retail accounts. State sales qualifications, draft status and starting salary expected. Write Commercial Manager, WMC, Memphis, Tennessee.

Radio Technicians—If you are in 3A or 4F or otherwise draft deferred and feel that your present work can be foregone for the duration in favor of radio assembly in a prominent middle-western radio manufacturing plant making transmitting equipment for the armed forces, write giving your qualifications, draft status, citizenship and two or three previous employers. If qualified can give employment starting November first or sooner. State salary desired. All information kept strictly confidential. Box 904, BROADCASTING.

Engineers and Operator-Announcers—For two Alaska broadcasting stations working in close cooperation with War Department and Office War Information. Opportunity serve war effort at excellent salary. Edwin A. Kraft, 708 American Building, Seattle, Washington.

WESTERN STATION WANTS — Experienced combination operator-announcer who can read news and write copy. Send qualifications, snap-shot and recording of voice reading news and commercial copy. Fly-by-nights please don't apply. Desire person who wants permanent position. Box 912, BROADCASTING.

EAST COAST STATION—Needs one operator with either a first class telephone or Class A Amateur license. Also, there is an unusual opportunity on our announcing staff. Box 913, BROADCASTING.

Help Wanted (Cont'd)

Combination announcer-operator wanted—Unusual opportunity. Give draft status, starting salary requirement. Send wax recording if possible. Box 903, BROADCASTING.

Combination Announcer-Operator Wanted—Excellent announcer with first class operator's license. Must be qualified newscaster. Submit transcription of newscast and commercials with application. KSEI, Pocatello, Idaho.

ANNOUNCER—5 kilowatt Western basic work station wants experienced announcer, specializing in news. Able to do play-by-play sports or copy-writing. Give full details including draft status, salary, availability. Box 907, BROADCASTING.

Assistant Chief Engineer—Position open October 11th, progressive Southern (5000 watt RCA equipped) station. Live quarters at transmitter. Second class license holder or better will be considered. WCBI, Columbus, Mississippi.

KGDM, Stockton, California—Wants combination man for new 5kw full time station. State qualifications and draft status.

Situations Wanted

General Manager Who Can Sell!—Now successful sales manager for important basic work station in large eastern city. Present earnings over $10 000 but will forget that for good long-range opportunity. Willing to back up his proven ability with investment in station. Box 917, BROADCASTING.

SALESMAN—Four years with network stations. Excellent references. Draft exempt. Box 911, BROADCASTING.

FOR PROMPT DELIVERY! Accountant-Secretary-Male. Draft deferred, single. Desires connection with progressive station offering future. Wire Box 897, BROADCASTING.

ENGINEER-ANNOUNCER — Twelve years in broadcasting. Last six years as Chief Engineer. Local and Regional. Draft status 3-A. Family man. Good references. Want permanent position. Box 909, BROADCASTING.

ANNOUNCER - PROGRAM DIRECTOR — Five years in radio. Five on stage. Preferred. Twenty-seven. Single. Go anywhere for decent wages. At present employed but looking for advancement. If you want ideas hire a man who has them. Box 906, BROADCASTING.

Announcer—Beginner. Good voice. Knowledge of studio control board. Prefer Middle Atlantic. Not draft. Transcription available. Box 905, BROADCASTING.

College Woman—Program director, announcing, traffic, continuity, promotion desires opportunity with progressive station in metropolitan eastern area. Box 900, BROADCASTING.

Top Producer—Barn Dance and Hillbilly shows. Available now. Box 901, BROADCASTING.

Announcer available—Sports, news, special events, 12 years' experience. Married. Box 902, BROADCASTING.

CONTINUITY — Merchandising-Announcing. Six years. Draft deferred. Desire change. What's your offer? Box 908, BROADCASTING.

Wanted to Buy

WANTED—Copper ground wire; ⅝ inch Coaxial line Number 6 stranded copper. RCA open wire line brackets. Box 910, BROADCASTING.

Radio equipment—Suitable for 5 kw. transmission. Any parts or whole set-up. Box 896, BROADCASTING.

For Sale

Because of illness—And other business demands a well established and successful 250W local in rich midwest area is offered for sale. Station is doing very well commercially so this is an unusual offer. All replies must include evidence of financial responsibility. Box 915, BROADCASTING.

Tree Ripened Oranges and Grapefruit—Special Christmas gift boxes. Write for price. Nichols and Company, Kingsland, Georgia.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORY CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING
FOR
RESULTS!

XEAW Ordered Off 1010 kc. As Mexico Heeds U. S. Pleas

Station to Continue on 1570 kc. as Government Acts to Obtain Compliance With Treaty

IN PURSUANCE of protests made by this Government, the Mexican Government has ordered XEAW, 100,000-watt station at Renosa, below the border from Dallas-Fort Worth, to cease operating on the 1010 kc. channel. XEAW has interfered with stations in this country, notably KLRA at Little Rock, also assigned to the frequency.

Complaints Studied

XEAW, operated by a company headed by Carr Collins, head of the Crazy Water Crystals Co., regularly is assigned under the Havana Treaty to 1570 kc. with 100,000 watts. It is understood the station will continue operating on that frequency.

Reports received by the State Dept. said the Mexican Communications Ministry had ordered XEAW to cease operation on 1010 last week. There was no objection to its operation on 1570 kc., since that is provided for under the Havana Treaty. The station, it is understood, fought the removal order vigorously.

Protests had been made by the State Dept. to the Mexican Government on this and other so-called border station assignments, after complaints had been received and studied by the FCC. It was alleged the assignment violated the Havana Treaty terms, since 1010 is designated as a Canadian I-A with Cuba having a secondary outlet. The United States also filed for authorization to use a Class II station on the frequency, which facility was assigned KLRA.

Formal conversations, it is understood, still are in progress in connection with other Mexican station assignments viewed as in conflict with the Treaty and causing interference to stations in this country. The most serious situation, it is understood, is in connection with XELO, being operated on 800 kc. at Juarez, across the border from El Paso.

The station has caused interference to a number of clear-channel stations, and to reception generally in Texas. The 800 kc. channel under the treaty should be assigned in the province of Sonora, remote from the border, where interference to stations on adjacent frequencies in this country would be minimized. It is authorized to operate with 150,000 watts, but is understood to be using only a portion of that power because of lack of tubes and other essential equipment.

Power of Attorney Given

FCC last week approved a power of attorney for the affairs of Joe J. Smith, Jr., licensee of WJLS, Beckley, W. Va., and WKWK, Wheeling, now on duty as a captain in the Army, until six months after the war. The power will be exercised by his father, Joe L. Smith, Sr., Representative from West Virginia in Congress.

Ironized Yeast Dramas

IRONIZED YEAST Co., Atlantic, through Ruthrauff & Ryan, New York, on Oct. 6 starts the weekly half-hour dramatic series *Lights Out*, on 76 CBS stations, Tuesday, 8-8:30 p. m. (EWT), with West Coast repeat, 8:30-9 p. m. (PWT). Arch Obler is writer-producer-director, and will also act as narrator for the series which is designed to provide escape from war problems With complete freedom of subject matter and production, he will adhere to no preconceived formulas. Productions will be without music. Bob LeMond has been signed as announcer. Dick Gibson is agency producer assigned to the show.

Nadinola Spots

NATIONAL TOILET Co., Paris, Tenn., in a fall campaign for Nadinola cosmetics, has placed daily one-minute transcribed announcements on 30 Southern stations. The following 15 stations have started the announcements: WAPI WALA WSFA KARK WSB WWL KWKH WJDX WBT WTMA WMC KRLD KTSM KTRH WRVA. Agency is Roche, Williams & Cunnyngham, Chicago.

Now Capt. Mullin

LT. WILLIAM P. MULLIN, assistant manager of WTBO, Cumberland, Md., prior to being commissioned early in 1941, was promoted Sept. 30 to captain in the Radio Section, Special Services Division, Washington, as assistant to Maj. Tom Lewis, in charge of the Radio Section. Capt. Mullin will be active in shortwaving programs to troops abroad.

THREE WEEKS TRAINING have converted Dolores Whalen, 18-year-old receptionist of WKBN, Youngstown, into a control room operator. Under the direction of Chief Engineer B. F. Wilkins, she was trained to work at the complicated master control board which serves all four studios as well as network programs, remotes and auditions.

WAPI Is Granted Frequency Change

FCC Refuses, However, Plea For Increase to 50 kw.

CONSISTENT with the Havana Treaty allocations, the FCC last Tuesday announced adoption of a memorandum opinion and order granting in part the application of WAPI, Birmingham, for a change in frequency from 1170 to 1070 kc. The Commission, however, denied without prejudice the request of the station for an increase from 5,000 to 50,000 watts.

The Commission said the grant was made upon condition that WAPI file an application for modification of construction permit, specifying a suitable directional antenna making use of only one of the two towers now in use at the station, taking into account the existing freeze on new construction. The Commission also ordered that WAPI shall file within 20 days in writing that it accepts or rejects the grant in part and denial in part of its application.

Equipment Freeze

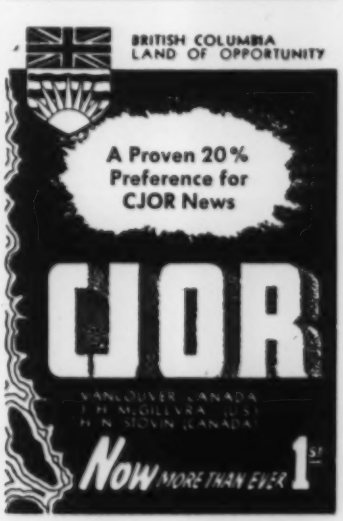
"In the event the applicant notifies the Commission that it accepts the foregoing grant in part and denial in part of its application," said the Commission announcement, "it shall within a further period of 30 days file an application for modification of construction permit satisfactory to the condition attached to the grant in part of its applicaion regarding suitable antenna."

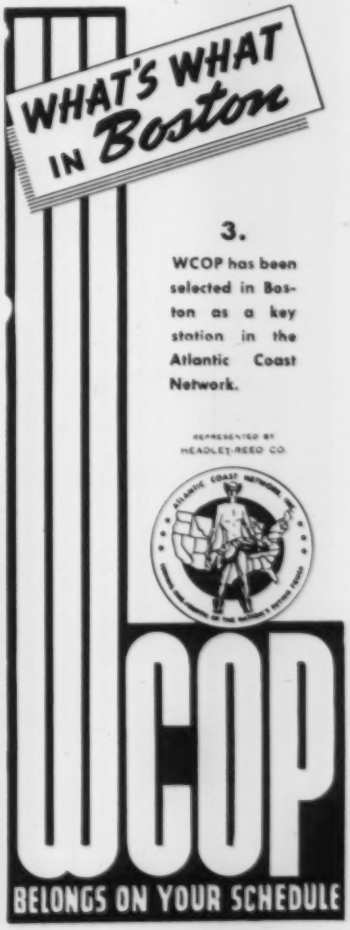
The shift was to have become effective on March 29, 1941, but complications entered into the assignments of so-called Class II stations. The assignment, under the treaty, specifies 50,000 watts, but the equipment freeze has rendered this impractical at this time.

Harry Sedgwick Takes Canada's New York Post

HARRY SEDGWICK, president of CFRB, Toronto, and chairman of the board of the Canadian Assn. of Broadcasters, has been appointed New York representative of the Canadian Government's new Wartime Information Board. He takes up his duties at once, and will make available information on Canada's war effort with the broadcasting stations and networks, with press associations and publications.

He is on loan for the duration to the Canadian government from CFRB. He is well-known in broadcasting circles in New York and Washington, CFRB being one of two CBS outlets in Canada. Associated with him in the New York office will be a newspaper publisher, not yet appointed, and Leo Casey, New York publicist.




WHAT'S WHAT IN Boston
3.
WCOP has been selected in Boston as a key station in the Atlantic Coast Network.
REPRESENTED BY HEADLEY-REED CO.
WCOP
BELONGS ON YOUR SCHEDULE

TESTING?
Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station
250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?
WSOY

Senate Probers Drafting Plans For Full-Scale Petrillo Inquiry

Commerce Committee Meets This Week to Decide Procedure of Sweeping Study of Music Czar

ALTHOUGH a definite starting date has not yet been set, preliminary plans for the full-scale inquiry into Music Czar James C. Petrillo and his American Federation of Musicians were being made last week by Senator D. Worth Clark (D-Idaho), author of the probe resolution and driving force of the inquiry.

With some 700 petitions, letters, appearances and other communications received from music users, societies and individuals, Senator Clark said that plans for the inquiry would be made as soon as the full Interstate Commerce Committee meets this week and authorizes procedure. Chairman Wheeler (D-Mont.) has not yet appointed the subcommittee to conduct the inquiry, regarded as the logical course.

Since passage of the Clark Resolution (SRes-286) by the Senate on Sept. 24, without a dissenting vote, it was indicated in some Senatorial quarters that Chairman Wheeler might be disposed to have the full committee, rather than a subcommittee, conduct the inquiry. If that course is taken, it is expected that Chairman Clark will in effect conduct the inquiry, as the resolution's author.

Congressional Feeling High

The swift action taken by the Senate was indicative of the feeling in Congress toward Petrillo, particularly in the light of the statements of Government executives important in the war effort that the AFM ban on manufacture of recordings and transcriptions will hinder the war effort and impede the morale program. Mr. Petrillo's steadfast refusal to withdraw this ban has heightened Congressional feeling.

Precisely when the hearings will begin remained problematical. Senator Clark had in mind a speedy start—probably this week. But the preoccupation of the Senate with the farm parity legislation, necessitating night sessions, precluded the making of definite arrangements by the full committee.

Chairman Wheeler has stated that Senator Clark will become chairman of the subcommittee, if that course is decided upon. Other committee appointments, however, have not been indicated, though it is expected that Senators Andrews (D-Fla.) and Tobey, (R-N.H.), both members of the subcommittee which conducted the preliminary inquiry last month, would be carried over.

There have also been reports that Senator Wheeler might be disposed to seek negotiations with top labor leaders, with a view to calling off the transcription ban until either Congress or the courts act. This has been discussed in Senatorial councils [BROADCASTING, Sept. 28].

With no recording of any character done by AFM members since Aug. 1, it is felt by Senate committee members that prompt steps should be taken before serious injury results. While reserve supplies were made prior to the Aug. 1 ban, these are believed to be running low, particularly in the tailor-made transcriptions field. A number of advertisers already have dropped transcriptions containing band music because of the uncertainty of future releases.

Meanwhile, developments on the litigation front were being awaited. The Federal District Court in Chicago on Oct. 12 will hear arguments by Assistant Attorney General Thurman Arnold, in charge of the Anti-Trust Division of the Department of Justice, supporting the Government's petition for a perliminary injunction against AFM, seeking to terminate the bans pending trial on the merits of the civil anti-trust suit against AFM and its officers. The Government will introduce testimony in affidavit form in support of the preliminary injunction, including the results of the far-reaching survey made by the FCC into musicians' employment in the broadcasting industry along with the use of music, both live and transcribed.

Federal Judge John P. Barnes, who will hear the motions, last Thursday allowed the NAB to file briefs as a friend of the court in the Government suit. NAB special counsel in the Petrillo case is Sydney M. Kaye, of New York, vice-president and general counsel of BMI.

A motion to dismiss the complaint, filed by AFM, will be argued by its general counsel, Joseph A. Padway, also general counsel of A F of L. It is expected that, irrespective of the court's ruling, the case eventually will go to the Supreme Court on the "made work" issue.

Mr. Padway, it was learned, advised Senator Clark last week that he hoped the hearings would be so arranged as to accommodate this suit, plus other urgent meetings which he, as AFL general counsel, had to attend. He pointed out that the Federation was holding its convention in Toronto last week and that the proposed Oct. 5 starting date would be inconvenient. Moreover, he alluded to the court argument on Oct. 12.

Every effort is being made to expedite the opening of the hearings. It was stated, however, that ample time would be given all parties in interest, even if the proceedings had to be interrupted to accommodate such witnesses. Senator Clark confidently expected the hearings to get under way by mid-October.

Pleadings Filed

Preliminary pleadings were filed with Judge Barnes last Thursday, preparatory to the Oct. 12 arguments. The Government contended that the Federation could point to no Supreme Court authority on the propsition that "organized power of labor may be used to refuse essential work to a lawful business in the complete absence of any dispute over hours, wages, working conditions, or hiring policies of such business."

Assistant Attorney General Arnold held the union could not, under the pretext of improving employment conditions, use "organized coercion to destroy the right of the employer to conduct his business in an efficient way." He charged further that unless the ban on manufacture and sale of recordings is lifted, the radio industry will suffer, vital war communications facilities will be lost through discontinuance of broadcasting by many radio stations, and maintenance of public morale would be impeded and the war effort injured.

Mr. Padway, in his pleading seeking dismissal of the injunction suit, characterized the suit as "an imposition of involuntary servitude and a violation of the constitutional right to argue labor disputes." He charged the suit was based on an unwarranted interpretation of the anti-trust laws and that Mr. Arnold was using it "to destroy every union action and objective which was personally distasteful to him."

An 'Ancient Struggle'

Mr. Padway contended "this is a struggle heightened by the ironic fact that the musician himself makes the article that contributes to his own destruction." He said it was nothing more than another facet of the ancient struggle between man and machine; the sole charge against him is that "he refuses to work under conditions which he believes will complete his destruction."

Judge Barnes allowed NAB to file a petition as a friend of the court, over protests of attorneys for the Federation. He did not rule on the plea of NAB that it be allowed to intervene in the hearing itself in support of the Government's petition.

Drawn for BROADCASTING by Sid Hix

MUSICIANS WANTED!

More Jobs Than Performers In Los Angeles

WHEREAS James C. Petrillo, president of AFM, claims that he had to slap a ban on transcriptions because so many are unemployed, Los Angeles Local 47, Musicians Mutual Protective Assn., in a box story, in the September issue of its publication, *Overture*, states that the calls for musicians exceed the supply in many instances. Members not steadily employed are urged to check in for jobs. Story follows:

ARE YOU WORKING?

The Employment Registry of Local 47, in the vice-president's office, has grown to such proportions during the past two years that at present the call for musicians exceeds the supply in many instances.

If you are not regularly employed and are interested in securing employment (or if employed during the day, and are interested in working on week-ends), please register with Si Burch, Room 408, at Headquarters.

If you secure steady employment, make certain that your name is removed from the registry. A telephone call is all that is necessary.

Si Burch, Asst. to President.

Hughes Applies to Sell WJZM, Clarksville, Tenn.

SECOND transfer this year, and third since it was authorized in February, 1941 is asked for WJZM, Clarksville, Tenn., under an application filed with the FCC last week by present licensee, Roland Hughes.

Mr. Hughes proposes to sell the station to William Kleeman, local Coca Cola official for a consideration of $13,750 cash, and assumption of $11,500 in notes held by former owners William and Violet Hudson. Inability to meet terms of the transfer approved four months ago is reason for the sale, according to the Commission.

THE *Philadelphia* STORY IN BROADCASTING IS

5000 WATTS WPEN 950 ON THE DIAL

THE PROOF IS IN THE LISTENING:

32.8% of all Philadelphians listening to radios from 6 to 6:15, six times a week—listen to WPEN, according to a 3-month Hooper Survey (the next station has 18.5)—almost 2 to 1.

And today, the Philadelphia Market has reached an all-time high!

Billions in War Orders . . . Payrolls 44 per cent above 1941. . . . Yes, there's more money than ever in America's Number One Arsenal.

Mr. Advertiser, let "The Station That Sells" help YOU get your share!

Affiliated Station of the Atlantic Coast Network